

LaunchPad and the Sandbox: How TLCx Co-Creates What Doesn't Exist Yet

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Human-First. Tech-Powered. Results-Led. Adaptable by Design.

INNOVATION

CX TRANSFORMATION

LAUNCHPAD

The Conversation That Matters Most

The organizations who will lead their category in three years are already building what doesn't exist yet. The sandbox is where that work begins.

Most of the conversations I have about CX transformation focus on the present. What's not working today. What needs to improve. Where the current operating model is creating friction that's costing customers and margin.

Those are important conversations. They're necessary. And we're built to have them.

But the conversation I find most energizing, and the one that separates the organizations who will lead their category in three years from those who are still playing catch-up, is the conversation about **what doesn't exist yet**.

That conversation happens in the LaunchPad sandbox.

What the Sandbox Actually Is

The third layer of LaunchPad, the innovation layer, is a co-creation environment where TLCx and our clients work together to design and prototype CX capabilities that the market hasn't standardized yet.

Not a Lab

This isn't a controlled research environment disconnected from real operational context.

Not a Vendor Roadmap Preview

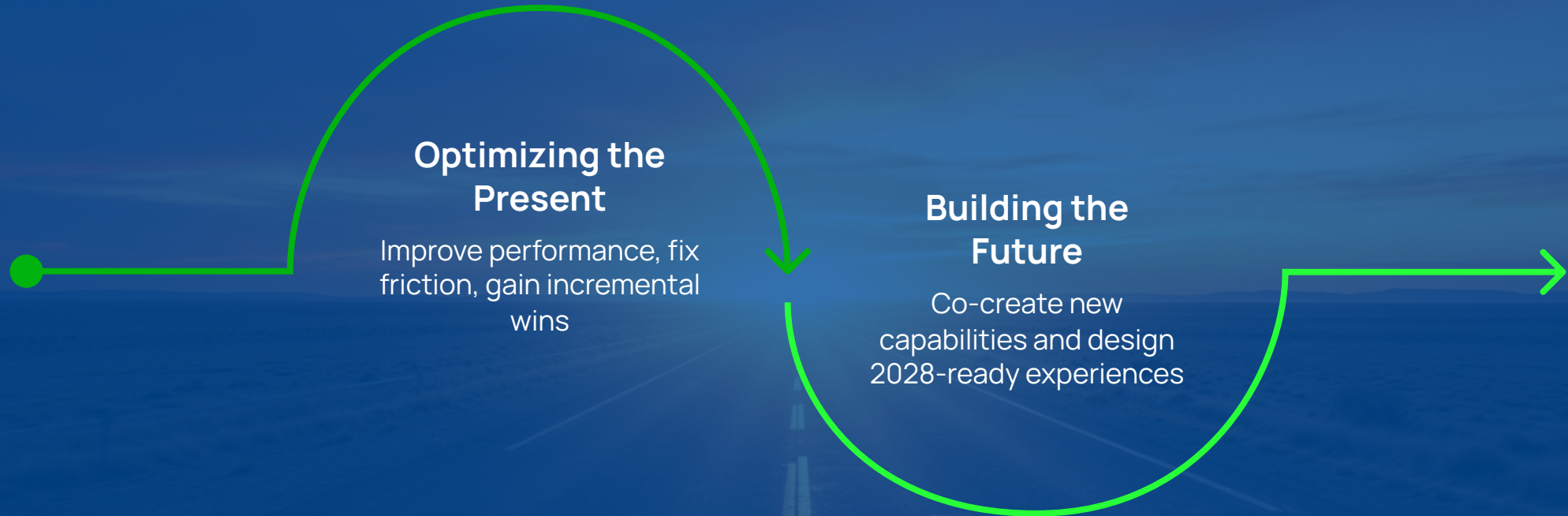
It isn't a showcase of off-the-shelf features waiting for a pilot program.

A Dedicated Co-Creation Space

A space where client data, operational context, and strategic ambition combine to build against a future state together.

The sandbox is where the question shifts from *"how do we perform better at what we're already doing?"* to *"what should we be doing that we haven't started yet?"*

The Shift the Sandbox Enables



Testing new interaction models. Exploring what agentic AI looks like in a specific environment. Designing omnichannel journeys that don't yet have a template. The sandbox is where ambition becomes architecture.

Why This Is a Commercial Priority, Not Just a Technology One

The competitive window for differentiation in CX is narrowing faster than most organizations appreciate.

When a new capability reaches general market availability, it ceases to be a differentiator. It becomes table stakes.

The Organizations Falling Behind

Still evaluating whether to pilot capabilities that forward-looking competitors are already embedding into their operating models at scale.

- Reactive to market shifts
- Adopting capabilities after they become commoditized
- Perpetually catching up to customer expectations

The Organizations Pulling Ahead

Building the capabilities their customers will expect in 2028 while those capabilities are still being designed, not yet available for purchase.

- Proactive co-creation with operational partners
- Embedding differentiation before it becomes standard
- Defining the category rather than following it

i The commercial case for the sandbox: ensuring that the capabilities your customers will expect in 2028 are already embedded in your operating model in 2026.

What Co-Creation Looks Like in Practice

Here's a sense of the kinds of questions sandbox engagements explore. These aren't hypothetical. They're the questions forward-looking CX leaders are bringing to the sandbox right now.

1

AI-Assisted Escalation with Empathy

How do you design an AI-assisted escalation model that preserves empathy at the handoff? The technology to route and hand off interactions exists. The model for doing it in a way that doesn't make customers feel abandoned requires design, testing, and iteration.

2

Proactive Outreach in Regulated Environments

What does proactive outreach look like in a regulated healthcare environment? The data signals are there. The compliance parameters are real. The interaction model that threads both has to be built, not bought.

3

Multilingual Real-Time Coaching

How do you embed multilingual capability into a real-time coaching environment so that quality standards apply consistently across language variants? This is a human-plus-AI design challenge with no standardized answer.

The organizations working through these questions today will have the advantage of having already solved them when the rest of the market catches up.

The Co-Creation Commitment

What Clients Bring

- Deep knowledge of their customers
- Industry-specific context and constraints
- The specific friction points they're trying to solve
- Strategic ambition and organizational will

What TLCx Brings

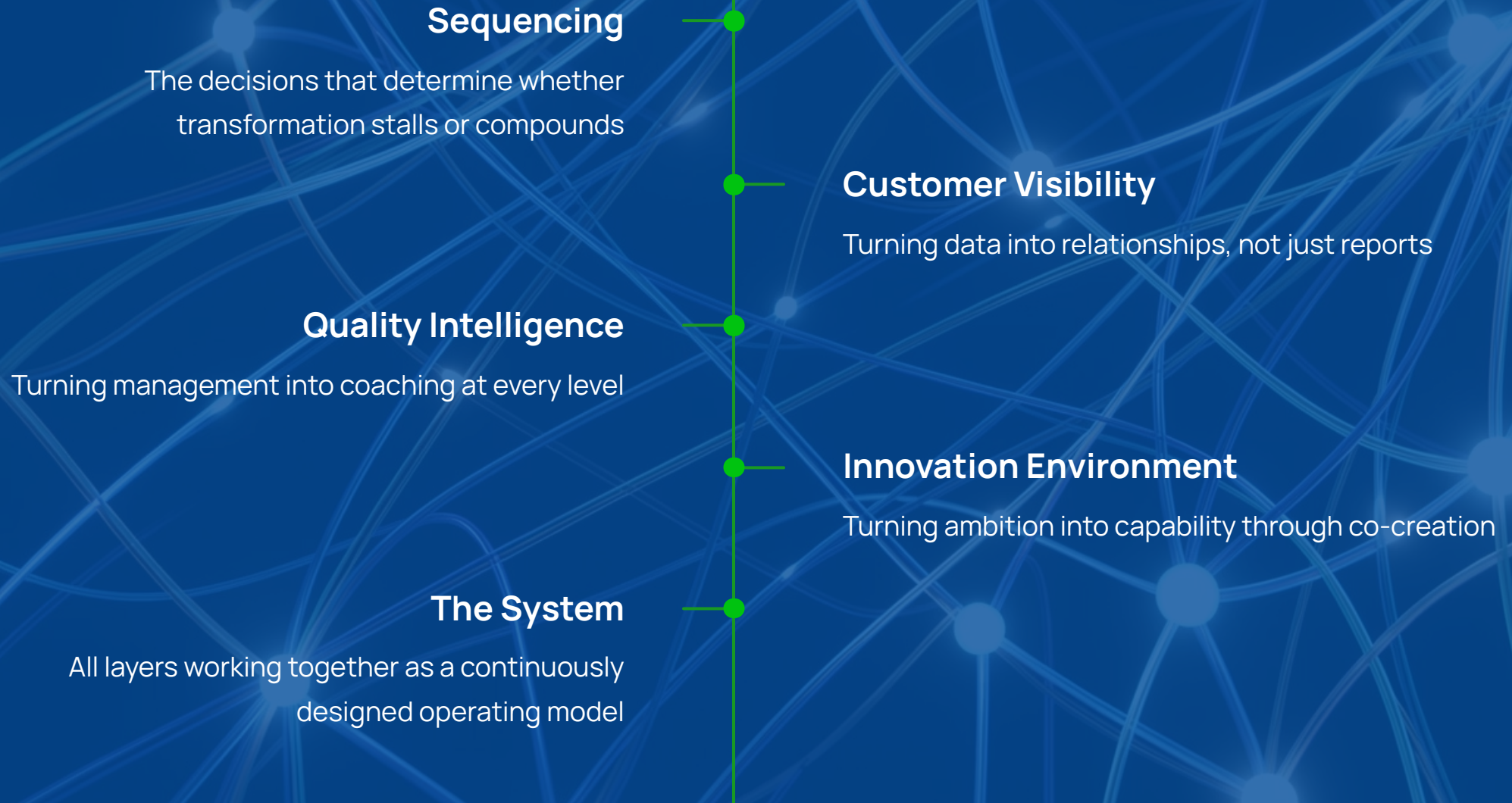
- Engage AI, Customer 360, and Quality Intelligence as the prototyping foundation, not a separate toolset bolted on after design
- Cross-vertical operational data from healthcare, banking, insurance, and government programs running at scale
- Production-grade environments where new models get validated against real interaction volumes before they go live
- AI and analytics engineering resources dedicated to building against the client's domain, not adapting a generic template

This is what we mean when we talk about being partners rather than providers. Not in the abstract sense of using the word "partnership" in a vendor pitch. In the concrete sense of building something together that neither of us would build the same way without the other.

- ✓ Co-creation requires real investment because it's not passive. The sandbox works best when both parties bring their deepest knowledge to the table.

The Thread That Connects All Five Articles

LaunchPad isn't a platform. It's a philosophy. The technology matters, but the operating model built around it matters more.



None of these are independent of each other. They're a system. And the system is built on a single belief: that the organizations who will define CX in the years ahead are the ones who treat their operating model as something to be **continuously designed**, not just diligently run.

A Single Belief at the Core

Human-First

Every capability, every model, every interaction is designed around the human experience at its center.

Tech-Powered

The right technology infrastructure enables scale, consistency, and the kind of intelligence that transforms operations.

Results-Led

Ambition without accountability is just aspiration. Every engagement is anchored to outcomes that matter commercially.

Adaptable by Design

The operating model is never finished. It's built to evolve as customer expectations, technology, and competitive landscapes shift.

The sandbox isn't for technology enthusiasts. It's for leaders who understand that the future competitive landscape is being built right now, and want to help design it.

What Are You Building Next?

Let's find out together.

That's LaunchPad. That's TLCx. And it starts with a conversation.

Start the Conversation

Bring your most forward-looking CX challenge. We'll bring the operational expertise, the technology infrastructure, and the co-creation framework to build against it.

Book a Consultation

Reach out directly to explore how the LaunchPad sandbox can accelerate your path to capabilities your competitors haven't built yet.

📧 Contact us: sales@tlcx.com | tlcx.com

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