TLCx: Human-First CX for Retail Customers

TLCx is a global customer experience and operations partner helping retail brands deliver consistent, responsive, and customer-centric experiences across every touchpoint.

In a retail environment shaped by rising expectations, fragmented channels, and constant demand fluctuations, delivering seamless interactions is critical to building loyalty and driving repeat purchases. We combine human expertise with connected systems to support retailers across customer interactions, operational workflows, and service delivery, without losing the personal touch that defines great retail experiences. We're not just a contact center vendor — we're your embedded CX transformation partner.

Mission



To create meaningful, outcome-driven partnerships that help clients transform customer experiences, empower talent, and drive sustainable, technology-enabled growth.

Vision



To be the partner of choice for human-first, AI-powered customer transformation, combining empathy, intelligence, and innovation to help brands serve and grow with confidence.

TLCx CX LaunchPad™

Your platform for transformation.

Whether you need dependable operations today or intelligent augmentation for tomorrow, LaunchPad™ delivers!

Core Services

- Voice, Chat, Email, Back-Office
- Omnichannel Orchestration
- Multilingual & Secure (PCI I SOC 2 I HIPAA)

Modular by design. Human-first by principle. Scalable by outcome.

Modular Innovation

- EngageAI™ – Real-time agent guidance
- Customer360™ – Unified customer insight & predictive intelligence
- CX Assurance™ – AI-powered QA + compliance monitoring
- Sandbox – Co-create new solutions with our transformation team

Company Snapshot

- **Founded** 2007
- **Ownership** 100% Employee-Owned, Certified Veteran-Owned Business accredited by the NVBDC.
- **Languages Supported** 20+
- **Global Reach**
- **Security & Compliance** Secure by design (PCI, SOC 2, HIPAA)
- **Industries Served** Government, Retail, Finance, Healthcare, Consumer Services, Media, Travel & Hospitality, Telecom, Energy

End-to-End Retail CX Across the Shopper Journey

TLCx supports retailers across every stage of the shopper journey—helping brands deliver consistent, efficient, and customer-friendly experiences across channels. Leverage TLCx's global delivery network to handle seasonal spikes, promotions, and peak demand periods—ensuring consistent service with flexible, cost-efficient models.

Retail Capabilities

Order Management

Real-time tracking, fulfillment updates, and proactive customer communication.

Product Support

Guidance on product usage, troubleshooting, and warranty assistance.

Returns and Refunds

Resolution of billing queries and transaction-related concerns.

Cart Recovery

Timely follow-ups and engagement strategies to recover abandoned carts.

Upsell and Cross-Sell

Contextual recommendations to increase order value.

Loyalty Program Support

Customer engagement through rewards, benefits, and retention programs.

Upsell and Cross-Sell

Issue resolution delivered in the customer's preferred language.

Why Retailers Choose TLCx

- Proven impact on NPS, retention, and first-contact resolution
- Secure, compliant support for eCommerce environments
- Multilingual, inclusive customer engagement
- Scalable operations aligned to retail demand cycles

"Over the past seven years, TLCx has been a key partner in driving DSW's customer experience. Their smart, creative solutions have consistently delivered top-notch service and stellar customer satisfaction, all while cutting our transaction costs by over 50%. E-commerce is a vital part of our brand strategy and TLCx helps us create strong relationships that turn into loyal customers for life. With TLCx on board, I never doubt they'll hit their targets—I know they've got it covered."

— **Tim Harpe**, Director Global Customer Operations, DSW Designer Shoe Warehouse, A Designer Brands Company

Partners, Not Providers. Human-First. Tech-Powered. Results-Led. Adaptable by Design.