

Flytxt AI for CX wins Silver Stevie® 2022 International Business Award®

Market-proven technology maximizes customer lifetime value, delivers actionable intelligence

Dubai, United Arab Emirates Aug 24, 2022 ([Issuewire.com](https://www.issuewire.com)) - Flytxt, a pioneer in marketing automation and AI for Customer Lifetime Value Management (CLTVM), was named a Silver Stevie® award winner for its [AI for CX](#) solution in the 19th Annual International Business Awards®.

The Stevie® Awards is one of the world's premier business awards recognizing and honouring an organization's service excellence and positive contributions worldwide.

Flytxt won the Stevie Silver Award in the Business Technology Solution category for its Artificial Intelligence/Machine Learning solution. The solution has gained significant market traction since its launch this year, with many tier-one clients signing up, and partnerships established with global CX platform vendors like Oracle and SAP, who are offering Flytxt AI for CX as an integral add-on technology for their customers.

The market-proven cloud solution leverages Flytxt's artificial intelligence and machine learning models, trained with trillions of curated domain data to derive accurate and deeper insights into customers' historical and predicted usage behavior. The solution can access data from any system of record to deliver intelligence via APIs into enterprises' existing systems of engagement to maximize Lifetime Value across CX workflows -- without disrupting them and with a minimal human touch.

"This recognition from the Stevie Awards reiterates the value of our AI for subscription and usage-based businesses in solving one of their fundamental challenges - how to maximize CLV," said **Dr. Vinod Vasudevan, Flytxt CEO**. "Our well-trained AI provides the deep, actionable insights into customers' dynamic usage and purchase behaviors that enable enterprises to optimize the value of every customer interaction across touchpoints and at scale."

The International Business Awards are the world's premier business awards program. The 2022 IBAs received entries from organizations in 67 nations and territories. Winners will be celebrated during a gala banquet at the InterContinental London Park Lane Hotel, in London, England, on Saturday, October 15 – the first live IBA awards ceremony since 2019. Stevie Award winners were determined by the average scores of more than 300 executives worldwide who participated in the judging process in June and July.

Details about The International Business Awards and the lists of Stevie Award winners are available at www.StevieAwards.com/IBA.

About the Stevie Awards

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, the International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding

performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

About Flytxt

Flytxt empowers the world's biggest brands to solve one of the fundamental challenges of subscription and usage-based businesses – how to maximize customer lifetime value (CLTV). It is the trusted technology partner of 80+ digital enterprises across more than 50 countries, as well as of top CX platform vendors for CLTV maximization. Its award-winning, proprietary CLTV maximization AI has been designed and trained using real-world insights and patterns from more than a billion consumers and trillions of data points. The firm has a corporate office in Dubai, global development centers in India, and a presence in Mexico, Netherlands, Colombia, Czech Republic, Spain, and Kenya.

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