



TruIEM Sponsoring CxOutsourcers Mindshare Event

Scott Kimmelman, TruIEM President and COO, will present to the audience of BPO leaders.

GLASGOW, SCOTLAND – May 30, 2023-- TruIEM™, a digital experience measurement leader, announced that it is a Gold Sponsor of the CxOutsourcers Mindshare Event to be held today and tomorrow at the Merchant's House of Glasgow. The TruIEM sponsor hub is located on the CxOutsourcers [event website](#).

Scott Kimmelman, TruIEM President and COO, will present on “Measuring & Scoring Critical Technologies Essential to Achieving the Proper Human-Machine Experience.”

“The challenges facing the Business Process Outsourcing (BPO) industry have been exacerbated by the rapid transition of the workforce to a hybrid work model,” says Kimmelman. “Reduced visibility challenges efforts to understand and advocate for employee experience, resulting in declines in the quality of customer experience and increased costs. By addressing these issues, we can help BPOs meet CX and cost targets across previously unmanageable IT systems, services, and workplaces.”

Exclusively for BPO operators, CxOutsourcers is a mindshare group and forum for C-level decision-makers to get inside the buyer's mind and be equipped with the latest global research and strategy to create their company's blueprint for success.

Members and delegates are BPO Business Executives, Knowledge Leaders, Strategists, Advisors and Brokers Influencers who require actual strategy and best practices to steer customer experience, contact centre and BPO investment strategies in an ever-changing commercial environment.

About TRUIEM™

TruIEM (<https://truIem.com>) is a digital experience measurement company providing BPOs with visibility into the critical services that impact their workers' and end customers' experience. TruIEM's TruExperience™ platform supports today's hybrid workplace, simplifying how BPOs can understand technology issues impacting both human and machine type workforces. This speeds decisioning, progresses CX delivery, and improves the human experience.

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