

# Deliberate becomes part of CX specialist infinit.cx Group and strengthens its offering to medium-sized businesses

Munich, September 21, 2022 - **The Böblingen-based consultant and system integrator for customer experience solutions will thus have access to the infinit.cx Group's portfolio, operating model and delivery capacity. This sharpens Deliberate's profile as a competent partner for SMEs in the DACH market and is part of the Munich-based group's growth strategy for Europe.**

Like Deliberate, the infinit.cx Group is a consultant and system integrator for customer experience solutions and a Gold Partner of the software manufacturer Genesys - with a focus on enterprise companies such as Deutsche Telekom AG, E.ON and KfW. Futurelab GmbH, a strategy consultancy for customer experience, is part of the group, as is the Swiss system house Customer Interaction Solutions AG. The new constellation puts the infinit.cx Group as a whole in a position to provide differentiated and scalable support to enterprise and medium-sized customers - from CX strategy consulting to implementation.

"As part of the infinit.cx Group, we are an even more valuable partner for our customers. No one has more Genesys experts on board in the DACH region than we do!" enthuses Markus Lill, Managing Director of Deliberate GmbH. This provides stability in difficult times, in a rapidly changing market environment - for customers and our partners, adds the second Managing Director, Thomas Denk.

"We are pleased to be able to expand our team with the very experienced colleagues from Deliberate" says Stefan Grünzner, CEO of infinit.cx Group. The companies are united by the same vision: to position more companies in DACH and beyond with consulting and innovative solutions in a customer-centric and thus future-proof manner.

## About Deliberate

DELIBERATE - WELL CONSIDERED, WELL THOUGHT OUT

Our company was founded as a consulting firm and has evolved into one of the leading cloud contact center experts in Germany and Switzerland. Deliberate is a Genesys Resell, Technology and AppFoundry partner and has been in the market for more than 11 years. Deliberate has a powerful solution portfolio for implementing a wide range of customer requirements. Our own software products also create added value for users and customers in the industry environment.

- We offer one of the most innovative contact center solutions specifically for mid-sized companies.
- We understand the requirements of the market and technology as a generalist, as well as in detail.
- We know what is possible today, what is coming tomorrow and how you can benefit from it.

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