

IN FOCUS

UnBPO™

Firstsource unveils UnBPO™

FEB 2025 | Firstsource announced its bold new direction, **UnBPO™**, a transformative shift away from traditional outsourcing models. By prioritizing expertise, innovation, and outcome-driven solutions, Firstsource is redefining the industry and building a future-ready organization.



More on this topic:

- Ritesh's [LinkedIn post](#) on UnBPO™
- An [In-depth review](#) of the UnBPO™ disruption by Phil Ferst of HFS Research
- Ashish's [LinkedIn Live](#) session with Everest Group on AI-driven CX
- NelsonHall [blog](#) on UnBPO™

WHAT'S NEW

LAUNCH OF AGENTIC AI STUDIO

MAR 2025 | As part of *Firstsource reAI*, the transformative suite of AI-powered platforms, solutions, and services, the Agentic AI Studio revolutionizes human work by splitting it into specialized tasks executed by AI-driven agents.



OPENING OF AI INNOVATION LAB IN MELBOURNE, AUSTRALIA

MAR 2025 | Firstsource opened its Australia and New Zealand (ANZ) Headquarters in Melbourne, Victoria, alongside the launch of a dedicated AI Innovation Lab and a delivery center.



INTRODUCING FirstConscious

MAR 2025 | *FirstConscious* unites all the Environmental, Social and Governance initiatives at Firstsource under a single powerful banner to drive focus on the efforts towards the 'NetZero by 2050' pledge and SBTi emission targets.



INAUGURAL CXO EVENT IN THE US

FEB 2025 | Firstsource held **Emergence 2025**, its inaugural CXO event, in Orlando, Florida. The two-day event had 80+ CXOs across clients and prospects in North America in attendance.



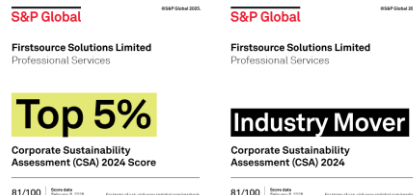
2ND EDITION OF GLOBAL SALES MEET

FEB 2025 | Firstsource's annual sales kickoff, **SOAR 2025**, was held in the Orlando, Florida with over 150 leaders across sales, marketing, solutions and operations teams globally participating.



FIRSTSOURCE RANKED 3RD IN S&P SUSTAINABILITY YEARBOOK 2025

FEB 2025 | Firstsource ranked among the Top5% of S&P Global CSA Scores, putting it in the Top3 among 116 cos. assessed. It was also recognized as an Industry Mover.



SUCCESS STORIES

Firstsource helps car finance companies efficiently manage commission complaints

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Firstsource 'Digital debt collection' is emerging as an effective collection strategy

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Firstsource accelerates GenAI model training with 98% accuracy in 5 weeks

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Firstsource streamlines CX operations, driving 4x business growth for an alt-net provider

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FY25 - RECAP

Q3FY25

ACQUISITION OF AccunAI

FEB 2025 | Firstsource announced acquisition of Jaipur-based AccunAI to strengthen AI development services, especially for its technology clients. [🔗](#)



PARTNERSHIP WITH WEBID

DEC 2024 | Firstsource and WebID Group, a leading digital identification provider, announced a partnership to deliver future-ready Trust & Safety solutions. [🔗](#)



Q2FY25

INVESTMENTS IN BUILDING LLM FOR MORTGAGE INDUSTRY

OCT 2024 | Firstsource announced its investments in building a proprietary domain-centric large language model (LLM) specific to the mortgage process under the relAI suite. [🔗](#)



PARTNERSHIP WITH MICROSOFT AZURE


SEP 2024 | Firstsource announced partnership with Microsoft to leverage Azure OpenAI for delivering digital transformation services to its global clients. [🔗](#)



Q1FY25

ACQUISITION OF ASCENSOS

SEP 2024 | Firstsource announced acquisition of Ascensos, a leading UK-headquartered customer experience outsourcing partner for retail and eCommerce businesses. [🔗](#)



Q1FY25


ACQUISITION OF QBSS

MAY 2024 | Firstsource announced acquisition of India- based Quintessence Business Solutions & Services to expand its mid and back-office RCM capabilities. [🔗](#)



LAUNCH OF relAI SUITE OF AI SOLUTIONS

JUL 2024 | Firstsource relAI delivers AI-driven solutions to accelerate digital transformation, bridging the technology gap and enhancing efficiency for businesses. [🔗](#)



INDUSTRY RECOGNITIONS

EVEREST GROUP
MARKET LEADER IN HEALTHCARE PAYER BPAAS SOLUTIONS PEAK MATRIX ASSESSMENT 2024
OCT 2024
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HFS RESEARCH
DISRUPTOR IN HFS HORIZONS HCP SERVICE PROVIDERS, 2024
JUN 2024
[READ MORE](#)




EVEREST GROUP
MAJOR CONTENDER & STAR PERFORMER IN RCM OPERATIONS PEAK MATRIX ASSESSMENT
OCT 2024
[READ MORE](#)




ISG
ISG INDEX 'THE BOOMING 15' COMPANIES WITH REVENUE <US\$1BN
DEC 2024
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EVEREST GROUP
MARKET LEADER IN LENDING SERVICES OPERATIONS PEAK MATRIX ASSESSMENT 2024
SEP 2024
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CERTIFIED™ IN INDIA, THE PHILIPPINES, THE UK, AND THE USA
JUN 2024
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AVASANT
LEADER IN MORTGAGE BUSINESS PROCESS TRANSFORMATION 2024 RADARVIEW™
JAN 2025
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DOW JONES SUSTAINABILITY INDEX
RANKED IN THE TOP 99TH PERCENTILE
JAN 2025
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