

COPC® CX STANDARD · RELEASE 8.0

THE CX STANDARD, REBUILT FOR THE AI ERA.

One Framework. One Standard. People and Technology, Unified.

Our most significant evolution in 30 years — where AI moves from experimentation to enterprise-wide governance.

WHAT WE CHANGED — AND WHY

FOUR PILLARS OF RELEASE 8.0

<p>PILLAR 1</p> <h3>UNIFIED CHANNEL MANAGEMENT</h3> <p>One framework governs agents, AI, chatbots and self-service. Same requirements — regardless of who or what handles the customer.</p>	<p>PILLAR 2</p> <h3>BUILT-IN AI GOVERNANCE</h3> <p>Ethics policies, technology plans and performance verification for AI are now mandatory — not optional.</p>
<p>PILLAR 3</p> <h3>SERVICE JOURNEY FOCUS</h3> <p>We moved from transaction-level thinking to end-to-end journey design. Our Standard now reflects how customers experience service.</p>	<p>PILLAR 4</p> <h3>NEW MANAGEMENT CYCLE</h3> <p>Plan → Design → Manage → Measure replaces the old Type structure, making the Standard easier to implement and govern.</p>

NEW IN RELEASE 8.0

SIX NEW ADDITIONS

AI ETHICS POLICY

Formal documentation of how AI is governed in customer interactions — bias controls, escalation paths, accountability.

CX TECHNOLOGY PLAN

A written plan for AI deployment, performance management and governance — a business planning requirement.

TECHNOLOGY VERIFICATION

Automated systems are verified before going live and removed if they underperform. Same bar as your agents.

ERROR-BASED DISABLING

Bots and people making frequent errors are pulled from transactions until resolved. One rule. Applied to both.

SERVICE JOURNEY DESIGN

Organizations must design and optimize end-to-end service journeys, including automated-to-human handoffs.

KNOWLEDGE AUDITS

Regular audits of knowledge systems — used by agents and AI alike — are now mandatory.

WHY RELEASE 8.0 MATTERS RIGHT NOW

THREE REASONS TO ACT NOW

AI IS ALREADY IN YOUR OPERATION

Whether you have a chatbot, virtual agent, or IVR — AI is how you serve customers today. Release 8.0 gives you the framework to govern it with the same rigor you apply to your people.

YOUR CUSTOMERS SEE ONE COMPANY

When a bot fails, customers blame the brand — not the bot. Unified channel management means one standard of service, regardless of what delivers it.

THE MARKET IS DEMANDING IT

Enterprise clients now require AI governance and ethics policies in RFPs. Organizations on Release 8.0 arrive at every conversation already aligned.

WHY UPGRADE NOW

AND WHAT YOU MISS WITHOUT IT

- Gain a governance language that covers both AI and people
- Build the compliance framework before deployment forces it

AREA	WITHOUT R8.0	WITH R8.0
AI GOVERNANCE	No framework — improvised.	✓ Ethics policy, plans, verification — auditable.
CHANNEL MANAGEMENT	Separate rules for bots vs. agents.	✓ One standard across every channel.
SERVICE JOURNEYS	Transaction-level — gaps invisible.	✓ Journey design mandatory. Handoffs built in.
METRICS	Rigid legacy categories.	✓ Flexible — measure what matters to you.
CLIENT POSITIONING	Cannot demonstrate AI governance.	✓ Aligned to what enterprise buyers require.

30 Yrs

GLOBAL CX STANDARD-SETTER

30,000+

LEADERS TRAINED WORLDWIDE

25×

ROI IN YEAR ONE OF ADOPTION

90%+

CERTIFIED ORGS CHOOSE TO RECERTIFY



Release 8.0 extends our proven methodology to the challenges CX leaders face today — managing AI with rigor, unifying performance across channels and bridging the gap between strategy and execution.

KYLE KENNEDY · PRESIDENT & CEO, COPC INC.

UPGRADE TO RELEASE 8.0

Upskill training is available for all current COPC CX Performance Leaders. Start where your knowledge is strongest.

[COPC.COM/COPC-STANDARDS](https://copc.com/copc-standards)

THIS TRAINING IS IDEAL FOR

- CX Performance Leaders — R7.0 or 7.1
- Contact Center Leads & Senior Managers
- CX Operations Managers & Directors
- CX Executives in AI-enabled operations

ABOUT COPC INC.

We provide consulting, training, certification, benchmarking and research for CX operations globally. We created the COPC Standards — the premier performance management system for customer experience since 1996.

