



Press Release

## HfS Research recognizes Hexaware as a 'High Performer' in Travel and Hospitality Customer Engagement Services

**Mumbai, 23 January 2018:** Hexaware Technologies Ltd, the fastest growing automation-led, next generation provider of disruptive IT, BPO & consulting services, today announced that it has been recognized as a '**High Performer**' in HfS' report titled '2017 Blueprint report for Travel and Hospitality Customer Engagement Services'.

The HfS Blueprint presents a comparative analysis of innovation and execution capabilities of travel and hospitality business process and outsourcing service providers. As per the report, the providers are evolving to a more agile, consumer-centric As-a-Service Economy, with increasingly diverse talent, analytics, and platform-based services.

*"We are delighted to be recognized by HfS Research as **High Performers** in Travel and Hospitality Customer Engagement Services. Hexaware has proven expertise, deep domain knowledge and unique strengths in leveraging proprietary technologies and advanced industry-specific solutions. The company, with its exclusive customer-centric culture and in-depth expertise in the delivery as-a-service model, has been helping travel and hospitality customers in streamlining their business processes along with delivering great customer experience, in their channel of choice,"* said **Vijay Iyer, Global Head-Travel, Logistics and Hospitality for Hexaware.**

*"Hexaware takes a bold stance on automation, displaying a commitment to more efficient business processes in a cost-effective manner,"* said **Melissa O'Brien, HfS Research.** *"The automation first, followed by self-service and then smart people strategy is one that should resonate well with the needs of travel and hospitality clients."*

Hexaware's Global Travel and Transportation Practice, with over 2000+ consultants, has been working closely with world's leading travel and hospitality customers, since 1997. The company has been creating sustainable competitive advantage by leveraging a combination of legacy and new-age technologies and optimizing business operations by adopting high levels of automation, in-alignment with its **Shrink IT, Grow Digital strategy**. This is further complemented with its **Digital offerings** of customer experience transformation through artificial intelligence, augmented reality, cloud computing, big data, next-gen mobile applications, and developing some key industry point solutions, in the travel and hospitality space.

Download the Full Report here - <https://hexaware.com/hfs-blueprint/>

To learn more about Hexaware's Travel & Hospitality services, please visit:

<https://hexaware.com/industries/travel and transportation/>



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### **About HfS Research**

[HfS Research](#) is the leading analyst authority and global community for business operations and IT services. The firm helps enterprises validate their global operating models with world-class research and peer networking. HfS Research coined the term [The As-a-Service Economy](#) to illustrate the challenges and opportunities facing enterprises to re-architect their operations and thrive in this era where emerging disruptive competitors are using digital platforms and cognitive computing that can wipe out traditional enterprises overnight. HfS' vision is about helping clients achieve an integrated support operation has the digital prowess to enable its enterprise to meet customer demand - as and when that demand happens. With specific practice areas focused on the digitization of business processes and Design Thinking, Intelligent Automation and outsourcing, HfS analysts apply industry knowledge in healthcare, life sciences, retail, manufacturing, energy, utilities, telecommunications and financial services to form a real viewpoint of the future of business operations. HfS was named Analyst Firm of the Year for 2016, alongside Gartner and Forrester, by leading analyst observer InfluencerRelations. Learn more about HfS at: <https://www.hfsresearch.com/>

### **About Hexaware**

Hexaware is a fast growing IT, BPO and Consulting Company. Our focus is to help customers Shrink IT to eliminate costs and improve delivery of commodity IT, using automation and technology. Transforming customer experience is at the heart of our Grow Digital strategy. We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Travel, Transportation and Logistics. We deliver highly differentiated services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce. Learn more about Hexaware at <http://www.hexaware.com>.

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### **Safe Harbor Statement**

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings,



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our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.

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