



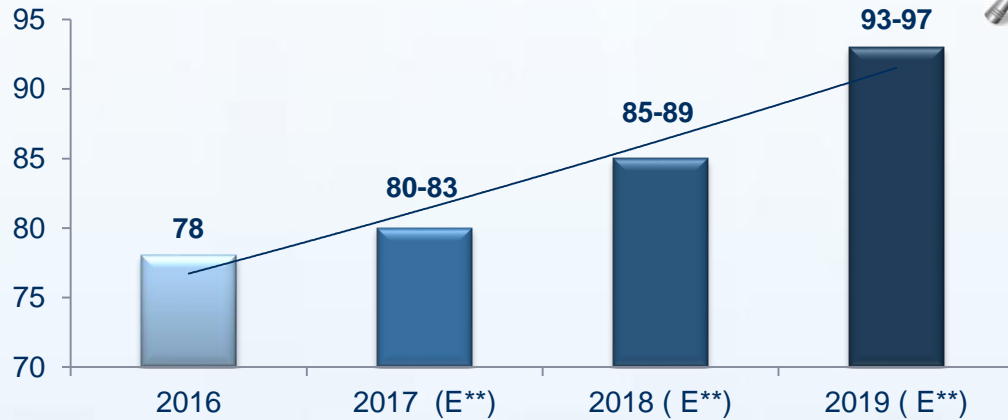
HEXWARE

Customer Experience (CX) Transformation

3 Aug 2017

Industry Landscape

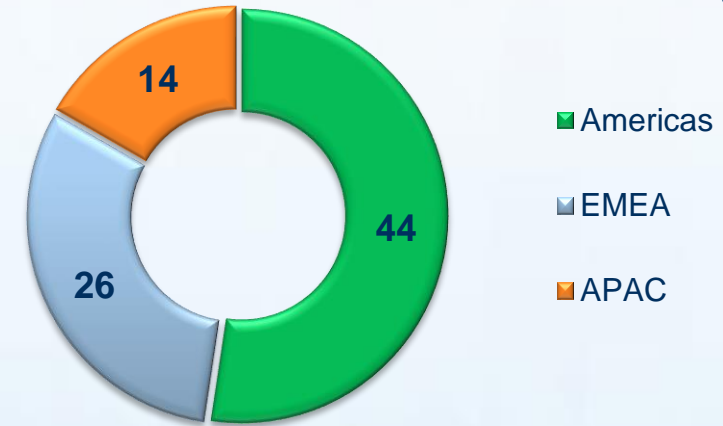
Market size for CCO (US\$ Bn) *



* Another ~US\$100 Bn is in-house

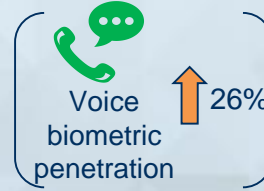
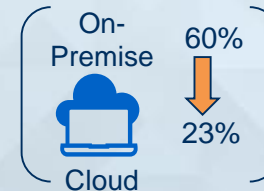
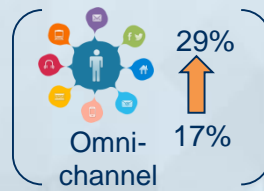
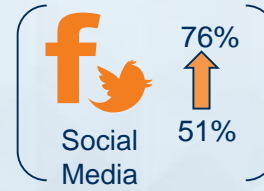
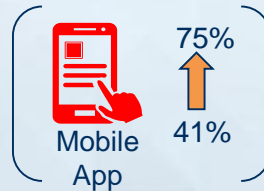
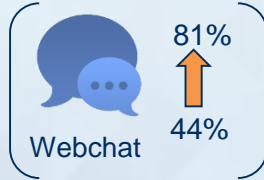
** Hexaware estimates based on various market trends

2018 Geo Estimates*** (US\$ Bn)



*** Hexaware Estimates

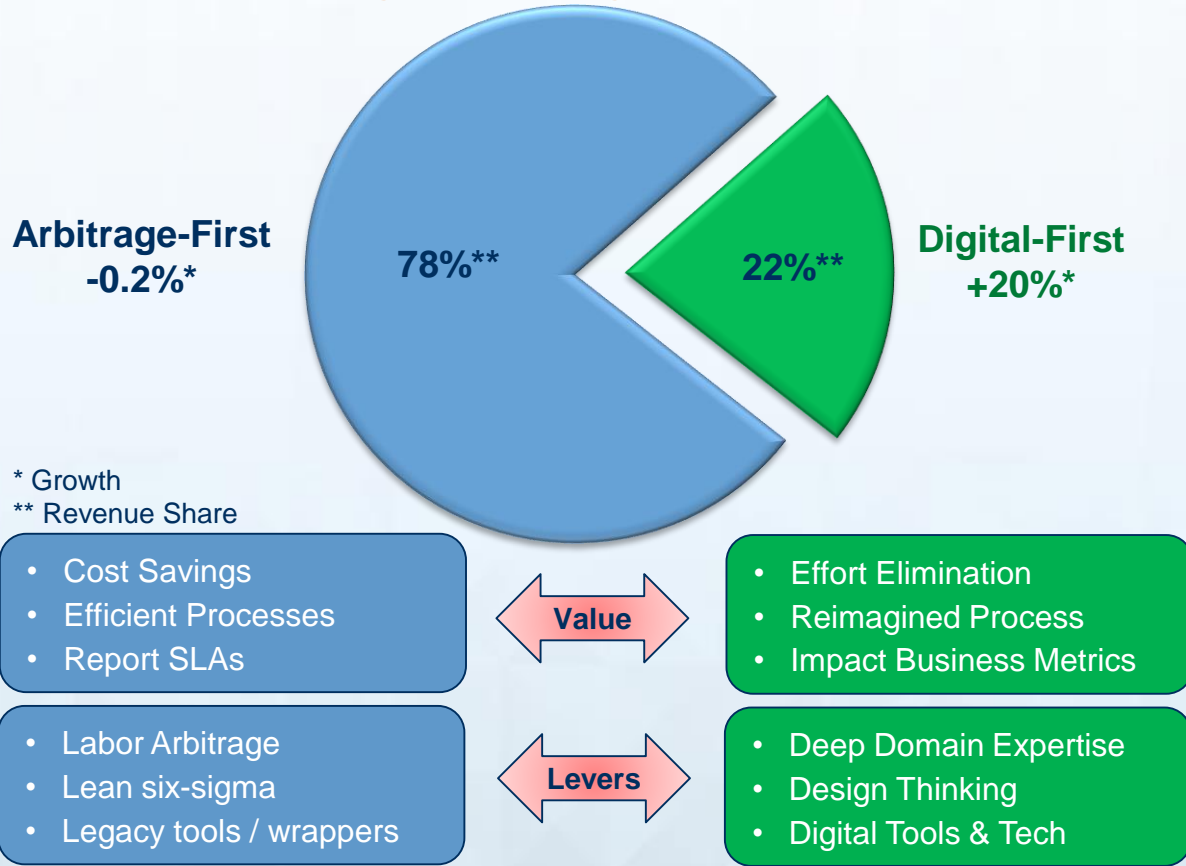
Digital Growth Areas in CCO anticipated in next 12 months



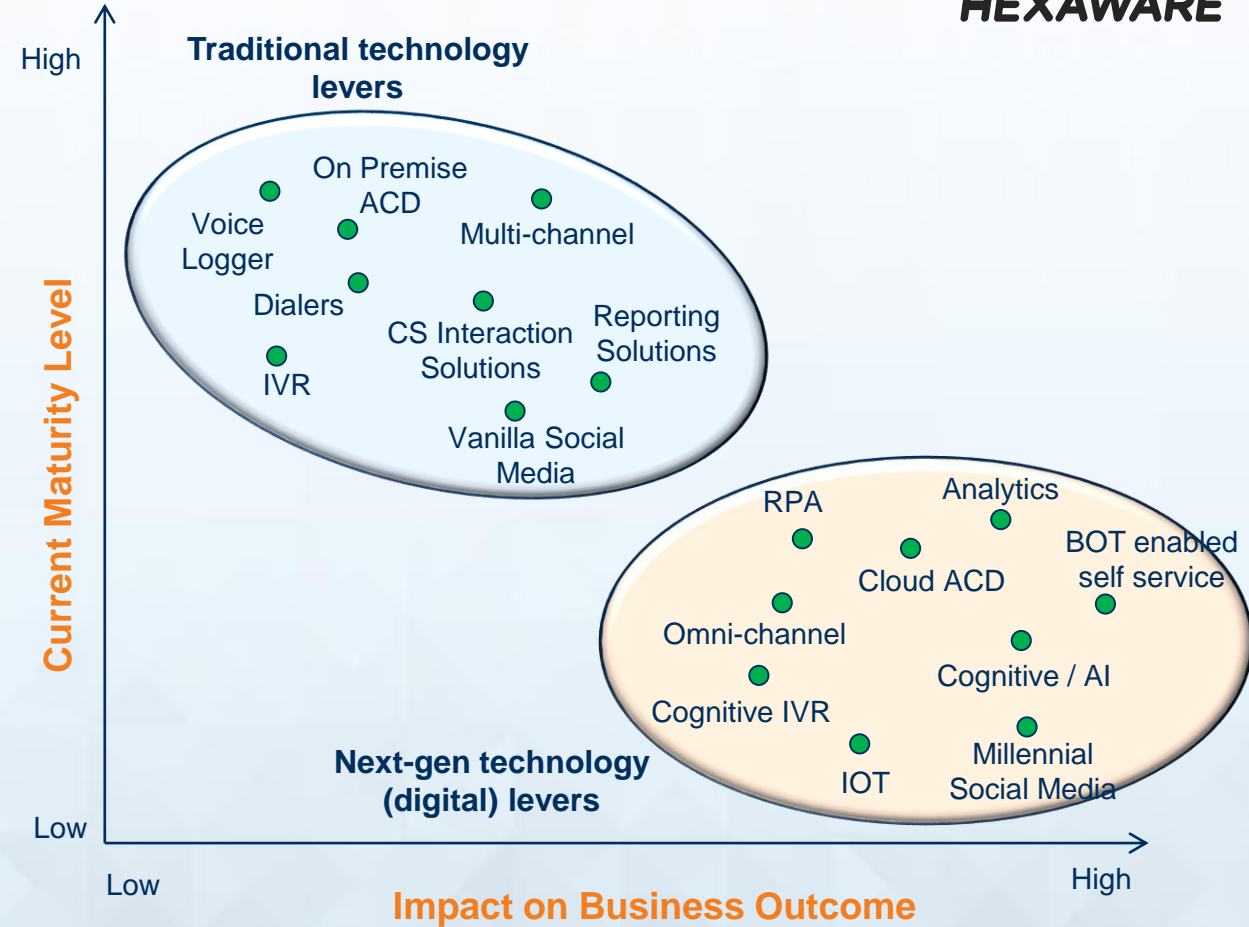
BOT enabled self service – On The Rise

Current Technology View in CCO Industry

Labor arbitrage-first vs. digital-first businesses



* Growth
** Revenue Share



1. Addressable spend of 90 Bn using New Age outsourcing
2. Another 8Bn per annum of addressable spend on digital transformation of CX

Move towards digital era

Before

Present

Future

CUSTOMER SERVICE ERA

CUSTOMER EXPERIENCE ERA

DIGITAL ERA

A

B

C

Performance



- **Quality: SLAs**
- **Performance : CSAT**
- **Cost focus: AHT**

+ NPS

- **Extreme Digitization**
(AI , ML, NLP etc.)

Channels



- **Multi Channel services with separate queues for chat, voice and email**

- **+ Omni channel services**
(unified experience across voice, email, chat and social media)

- **+ Cognitive RPA**
(virtual assistants and chat bots with front office interventions)

Digitization / Technology



- **Rostering and ACD was considered state of the art**

- **+ Automated Point solutions**
(VRM, back office processes and some front office operations)

- **+ Moving to Cloud**
(ACD on cloud)

People / Infrastructure



- **Key differentiator was handling rostering and attrition**

- **+ Shared Service Centers**
(optimize costs and address global needs)

- **+ Profit Centers**
(use of SSC to facilitate business growth & become profit centers)

Customer Experience (CX) Transformation: Hexaware Innovation Led CCO



Contact Center Outsourcing



- ✓ Customer Care
- ✓ Inbound & Outbound Sales
- ✓ Technical Support
- ✓ Help Desk
- ✓ Near Shoring, Offshoring
- ✓ Multi-lingual Support

1

Chatbots & Conversational UI



- ✓ Secured B2C & B2B Messaging
- ✓ AI- Chatbots

2

AI Voice Assisted Apps & Smart Devices



- ✓ Voice Enabled Cognitive Business Apps
- ✓ Cognitive Business Apps for Smart Devices

3

Digital Modernization of Legacy Contact Centers



- ✓ Omni-Channel CX Platform
- ✓ Cloudification of Contact Center
- ✓ AI Replacement of Traditional IVR (Virtual Agents & Virtual Assistants)

4

Advanced CX Analytics



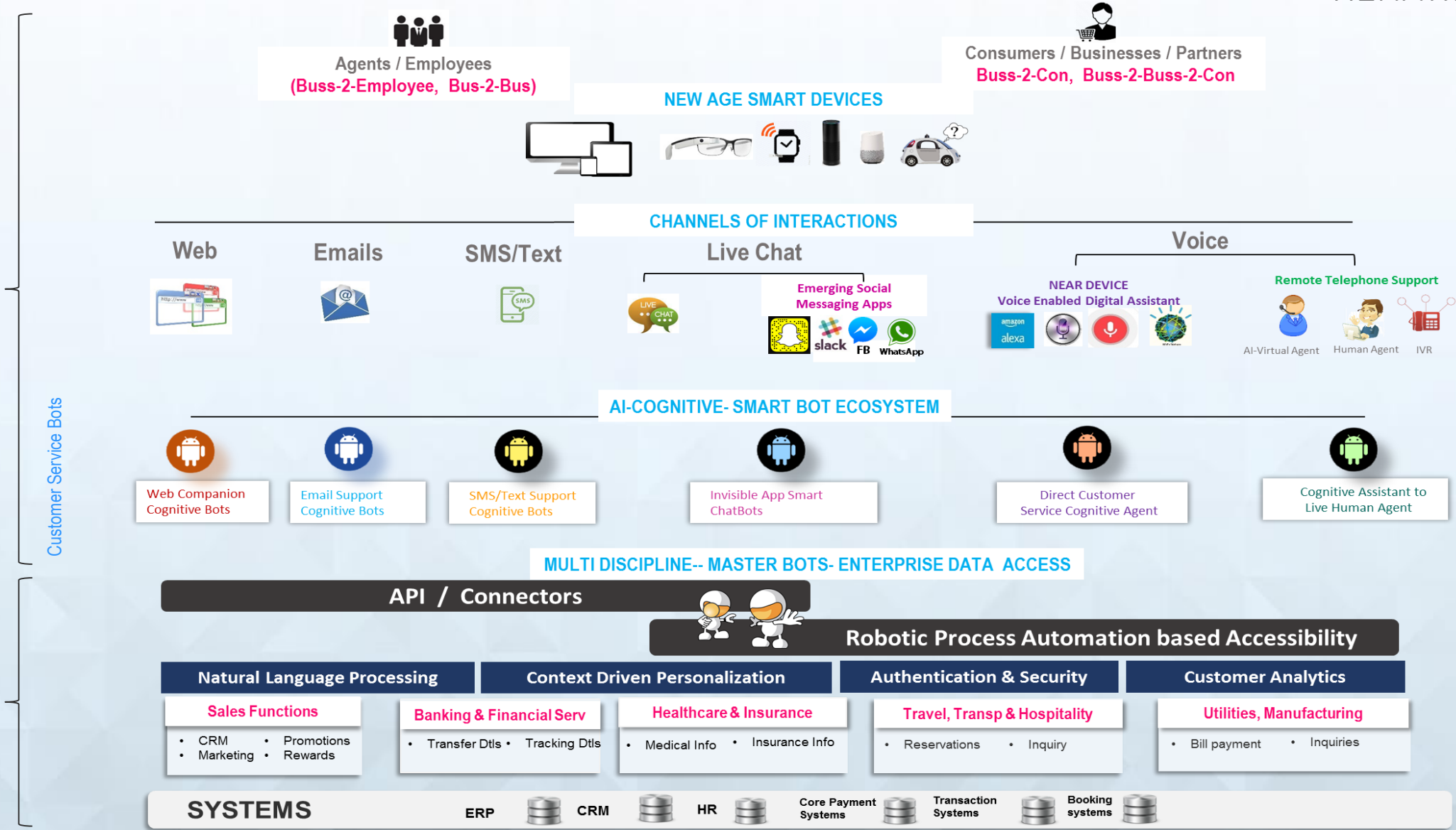
- ✓ Voice of Customer
- ✓ Speech & Text Analytics
- ✓ Customer Journey

Our Omni-Channel CX Platform: Fully Integrated AI-Cognitive Solution



Customer Service Transformation

Enterprise Technology Transformation

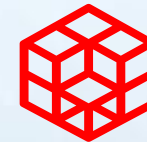


CX Transformation Journey



Enable
Managed
Services

Derive Outcomes



Personalized & Relevant Service



ZCR (Zero Contact Resolution)



Improved NPS & Efficiency



Reduce Customer Effort

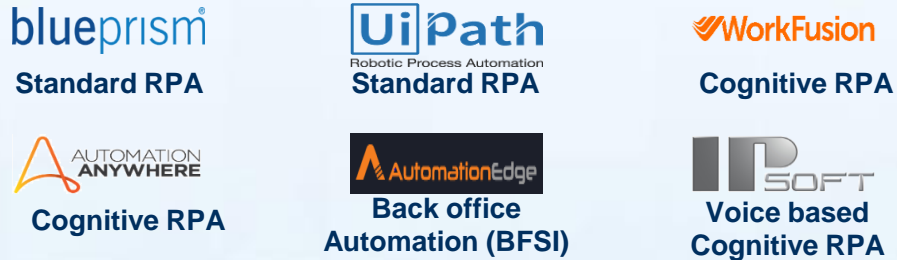
Alliances and PoCs Deployed

Alliances & Working Relationships

Customer Service



RPA



Academia & Research



Best of Breed Tech



Startup Relationship



Key POCs

Existing + POC* Clients

Outsourcing & Technology services specialist for governments & diplomatic missions



- Visa appointment booking
- Logging Complaints



Leading Life insurance company in India



- Presale queries
- Procuring insurance policy

* Leading Water Supply & Treatment Utility company



Water Quality related issues related to Appearance, taste & smell



Chatbots

WIP Clients

International express, mail delivery and logistics services company



- Courier Pick-up
- Courier Status

Chatbots



Voice bots

amazon alexa

Leading European Telecommunications Company



- Trouble shooting Internet connectivity issue
- Getting customer architecture (B2B)
- Customer Request for Change

Chatbots



Chatbots



Voice bots

amazon alexa

Google

Other Key Clients

- Multinational Bank
- Leading Cloud Computing Company

- Leader in IT and Computing
- Leading Chain of Health clubs

Early win: One of the largest e-commerce company

New age solutions to drive outcomes

- ❑ **AI Voice Bots, Email Automation & Chatbots** to support payments app
- ❑ LOI to Go-Live in **less than 10 days**
- ❑ **150+ FTEs** hired and live in **less than 1.5 months**
- ❑ Managing **100% of volumes offered** from Day 1
- ❑ Current Volumes: 3,000 calls per day moving towards 10,000 calls per day



HEXWARE

Innovative Services

Passionate Employees

Delighted Customers

Thank you

www.hexaware.com