

RISING STAR: HEXAWARE

Overview

Hexaware has been rapidly evolving and expanding its presence in the U.S. contact center market for delivering enhanced customer experience management services to its clients. Headquartered in India, the company has a total employee headcount of over 3,700 for managing close to 41 million calls and 12 million emails and chats annually in more than 15 languages. Going by its defined strategy of “automate, cloudify and transform CX”, Hexaware has always taken the automate-first approach to bring in higher efficiencies and productivity gains and deliver an enhanced customer experience. It is identified as a Rising Star for its global presence, differentiated automation and analytics offerings, and defined market strategies.

Strengths

Automation as the differentiator: Going by its business strategy of “automate everything”, Hexaware’s automation offerings and solutions are its key differentiator. The company has an established partnership ecosystem to deliver automation solutions to its clients. In a partnership with Mobiquity, it offers digital transformation strategies and solutions that best fit client requirements.

Skin in the game: Hexaware brings in domain experience and automation expertise to define its contracts. Its confidence in achieving business outcomes through automation makes it lean towards outcome-based pricing or gain-sharing model to draft contracts.

Promising growth in U.S.: Hexaware is growing aggressively in the U.S. and is continuing to invest in enhancing its digital channels in collaboration with partners, thereby helping clients achieve refined outcomes. Its go-to-market approach, backed by the Smart Advisor solution to accelerate the transformation journey, has helped the company to substantially expand its client portfolio.

Caution

Hexaware’s digital capabilities are still maturing, and a higher application of analytics services will be essential to further enhance the customer experience.



2020 ISG Provider Lens™ Rising Star

Hexaware’s business strategy and target market are clearly defined. The company has achieved significant automation goals coupled with good business outcomes in this space.