

# HEXAWARE

## Overview

Hexaware reported revenue of US\$793.3 million in 2019 (US\$600 million in the Americas) with more than 19,000 employees in 33 global locations, including nine U.S. delivery centers in Virginia, New Jersey and Georgia. It is one of the fastest-growing automation-focused service providers, delivering IT, BPO and consulting services. Its value proposition is to Automate Everything™, Cloudify Everything™, and Transform Customer Experiences™ to propel enterprise clients into the digital era. In the customer experience service space, Hexaware offers in-depth capabilities around user experience and design strategy, marketing and content platform, shoppable experience, innovation, digital marketing and customer relationship management. The company acquired Mobiquity to scale up its expertise in the digital transformation of customer experience.

## Strengths

**Customer-centric strategies:** Hexaware operates with a unique and well-planned strategy of targeting the existing client base for cross-selling opportunities; such accounts are identified by their account management team. It offers a consultative selling approach, wherein all solutions are designed as per client needs, helping it to create a greater value proposition. The company also has a dedicated team of direct sales consultants across industries to identify clients with low user experience ratings, as well as those that are driving digital transformation with a focus on improving the overall customer experience. This strategy has led to a higher client retention rate and getting additional business from them over the years.

**Higher investment and focus on automation and digitization:** Hexaware has made huge investments in creating an automation-led practice via its strategic corporate pillars, Automate Everything™, Cloudify Everything™, and Transform Customer Experience™. It leverages its NextGen framework and Hexaware Assist, an end-to-end managed service platform that complies with industry-standard processes including ISO, ITIL, CoBIT and SAFe®. The company has an advanced agile practice with DevOps automation, testing and quality assurance. It developed a framework called Amaze™ for Applications that migrates legacy applications to the cloud, ensuring an accelerated mass migration at a much lower cost.

**Strong portfolio of customer experience tools and accelerators:** Hexaware uses many internally developed tools for delivering digital customer experience services, such as marketing and content platform accelerators with deep automation capabilities, and can significantly reduce time, effort and costs for clients. It offers a SaaS adoption framework for industry-leading customer experience products from Salesforce, Adobe, Sitecore, MS Dynamics, Workday, Oracle Cloud and others. The Industry Cloud Adoption Framework (hiCAF) helps clients embark on their digital journey. Other major accelerators include design framework, innovation services, contact center transformation framework, TALOS automation testing and friction report for enhancing the overall customer experience.

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### Caution

Hexaware needs to scale up its digital customer experience service in the U.S., as other leaders are aggressively targeting acquisitions to expand their digital capabilities, FTE count and client base. Also, its average revenue per client/project is less when compared with other major players.



## 2020 ISG Provider Lens™ Leader

Hexaware is steadily growing and innovating its customer experience services business with a customer-centric strategy, resulting in higher client retention and customer satisfaction. It is also expanding its capacity to deliver end-to-end digital product lifecycle services.