HEXAWARE

Overview

Hexaware's digital business practice generated revenues of $419 million in 2020. It has more than 250 clients and approximately 5,000 consultants with a strong focus on driving a strategy for digital business solutions. Hexaware brings together capabilities in design, engineering and continuous experience delivery to build capabilities organically and inorganically. It acquired Mobiquity in 2019, which enhances its customer experience portfolio and now serves as its go-to-market brand for digital products and digital CX. Its consulting-led digital business practice has two additional strategic pillars, namely Automate Everything™ and Cloudify Everything™. Hexaware has deep domain expertise in specific verticals, an innovation-led culture and a strong partner ecosystem.

Strengths

Human-centric focus in customer experience journey: Hexaware has a strong discipline in human-centered design and research that focus on user feedback and reviews. The Mobiquity customer experience team envisions client requirements and builds the digital roadmap using methodologies specific to customer experience including the North Star framework and Digital Traction model.

End-to-end services for customer experience: Hexaware provides strategy, consulting and implementation of innovative customer experience services for clients. The deep expertise in delivering customer experience before and during the pandemic stands as testament to its effectiveness.

Data-driven approach: Hexaware offers a data-driven approach to deliver customer experience by measuring engagement and performance across channels, endpoints and the overall solution to help derive meaningful insights that enable better experiences. This approach helps clients to manage large data volumes and leverage the data for building next-generation customer experiences.

Caution

Hexaware could focus on delivering complex applications through multiple digital technologies and by gaining clients in this specific segment in the UK.

The company should also consider delivering customer experience services that are niche and well sought after in the UK region.

2021 ISG Provider Lens™ Leader

Hexaware offers end-to-end customer experience capabilities through its Mobiquity offering plus a strong set of tools, platforms and accelerators. It demonstrates a strong focus on design thinking and has the flexibility to adapt to client requirements.

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