

HEXAWARE

Overview

Hexaware is a global IT services provider delivering comprehensive digital customer experience and consulting services to enterprise clients. The company has been identified as a Leader for the second year in a row. Its value proposition is to Automate Everything™, Cloudify Everything™ and Transform Customer Experiences™ to accelerate the shift of enterprise clients into the digital era. It acquired Mobiquity to scale up its expertise in the digital transformation of customer experience. Mobiquity now serves as Hexaware's go-to-market brand for digital products and digital CX.

Strengths

Expertise in offering intelligent automation: Hexaware's Intelligent Process Automation Services (HIPAS™) leverage a whole range of AI technologies such as cognitive optical character recognition (OCR), machine learning, natural language processing, speech recognition, image analytics and robotic process automation (RPA) to deliver digital business transformation. The company has an advanced agile practice with DevOps automation, testing and quality assurance.

Experience-first approach: The Mobiquity offering has a strong discipline for its human-centered approach to experiences. Its experience design pillars include qualitative research and analysis, ideation, concepting and product strategy, prototyping and validation, agile design and product improvement. It uses customer feedback and reviews to better understand client requirements and build a digital roadmap through customer experience-specific methodologies.

Continuous focus on offering intelligent capabilities: Hexaware has expanded the use of services such as AWS Personalize. It also leverages the AI and machine learning capabilities of platforms such as Adobe Sensei to boost the marketing and customer engagement efforts of clients across the Adobe Experience Cloud suite. This further provides an analysis of behavioral and transactional data to improve the business performance of digital products.

Caution

Hexaware should speed up its R&D project investments and activities. In comparison, all other major players are continuing to invest heavily into developing more niche technology capabilities to remain ahead in the highly competitive customer experience services market in the U.S.



2021 ISG Provider Lens™ Leader

Hexaware has a flexible, automation-oriented approach towards offering industry-specific digital solutions, making it one of the most preferred providers to work with in U.S. The company has strong, loyal client base for its experience services and offers end-to-end customer experience capabilities through its Mobiquity offering. With a focus on automation and operational efficiency, it delivers superior customer experiences to clients.