



ISG Star of Excellence™ Awards

2021





ISG Star of Excellence™ Awards

The 2021 CX-Program



Paul Gottsegen
Partner and President,
ISG Research & Client Experience



ISG Star of Excellence™



The ISG Star of Excellence™ Program recognizes **exceptional client service** experience.

These results serve as a **benchmark for measuring** client centricity in our industry.

ISG Star of Excellence™ is **based on direct feedback** from enterprise clients.



Customer Experience Categories



Collaboration &
Transparency



Execution &
Delivery



People &
Cultural fit



Governance &
Compliance



Innovation
& Thought
Leadership



Business
Continuity &
Flexibility



ISG Star of Excellence™ Awards



Overall



Technology



Industry



Regional



Emerging Tech



Congratulations to All FINALISTS 2021!

UNISYS

CGI

LTI
Let's Solve

Cognizant
T-Systems

Persistent
LUMEN

birlasoft

genpact

tcs | TATA
CONSULTANCY
SERVICES

Atos

DXC
TECHNOLOGY

Capgemini

accenture

ZenSar
TECHNOLOGIES

NTT

kyndryl

Mphasis
The Next Applied

verizon

Mindtree

IBM

Infosys

wipro

U
S
T

Mindtree

enson

rackspace
technology

HCL

HEXAWARE

Tech
Mahindra

MICROLAND



ISG Star of Excellence™ Awards

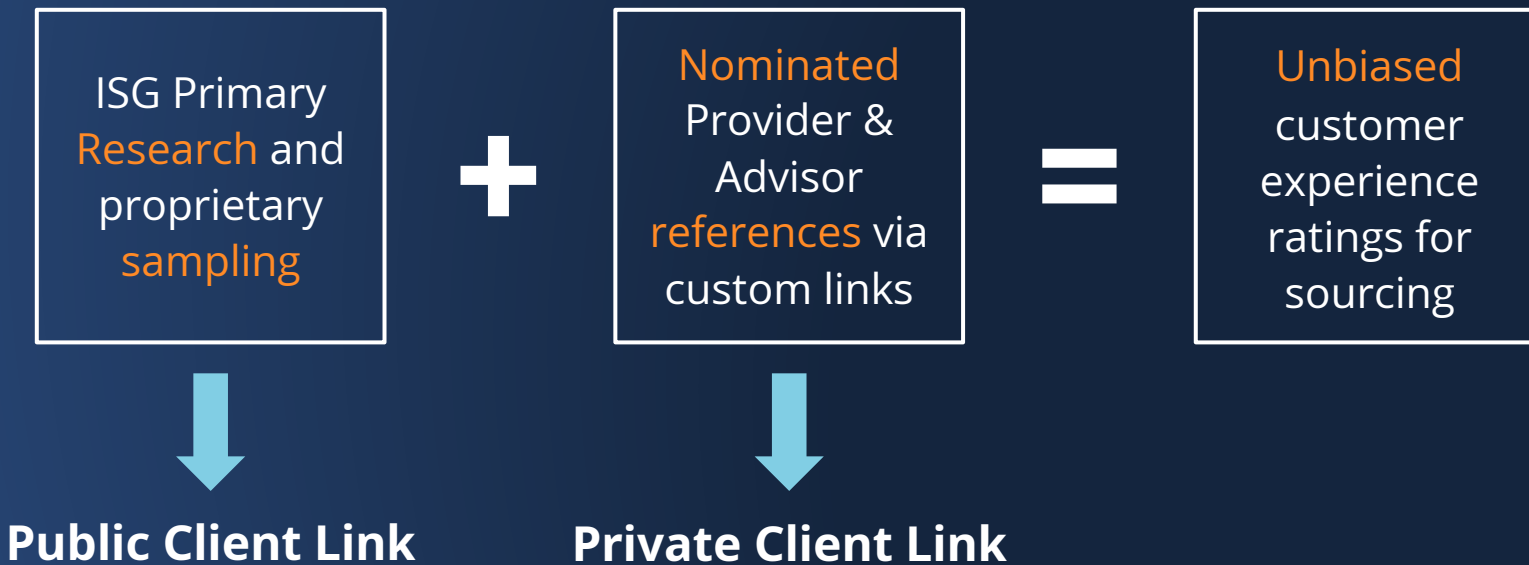
Program Stats 2021 & IPL Connect



Jan Erik Aase
Partner,
Global Head of ISG Provider Lens



Unbiased Survey Approach



Scoring methodology:

- Providers need a minimum of 30 responses
- Client experience in six categories
- Capabilities specific to emerging and established technical and industry services across regions
- Open-ended question as a qualitative component



CX Data: Broad & Rich

~ **2,000**

Unique Evaluations
(including private and
public client link)

1,000+

Provider Nominations

450+

Responses Received
through private client
link



Diversified Industry Representation

20%

BFSI (Banking,
Financial Services
and Insurance)

13%

Manufacturing

12%

Business Services

19%

Retail and CPG

15%

Healthcare,
Pharma and
Life Sciences

3%

Energy

3%

Public Sector

6%

Telecom and
Media

5%

Travel,
Transportation
and Leisure

4%

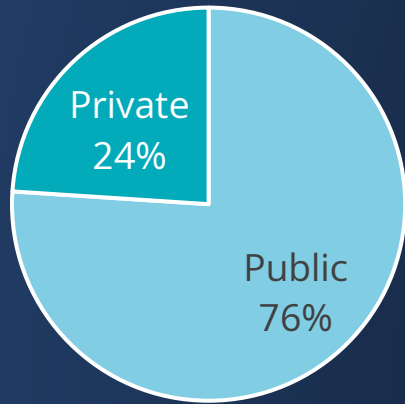
Others

N=1957; Source= ISG Research 2021

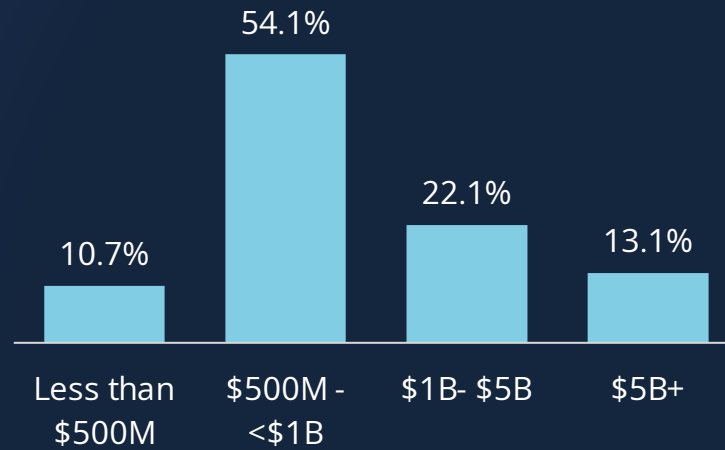


Balanced Response Distribution

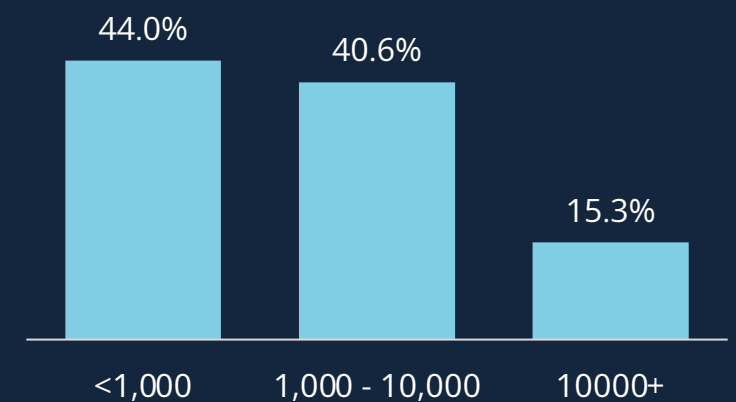
Response types received



Responses by Revenue



Responses by Employees



N=1957; Source= ISG Research 2021



Compelling Feedback Diversity

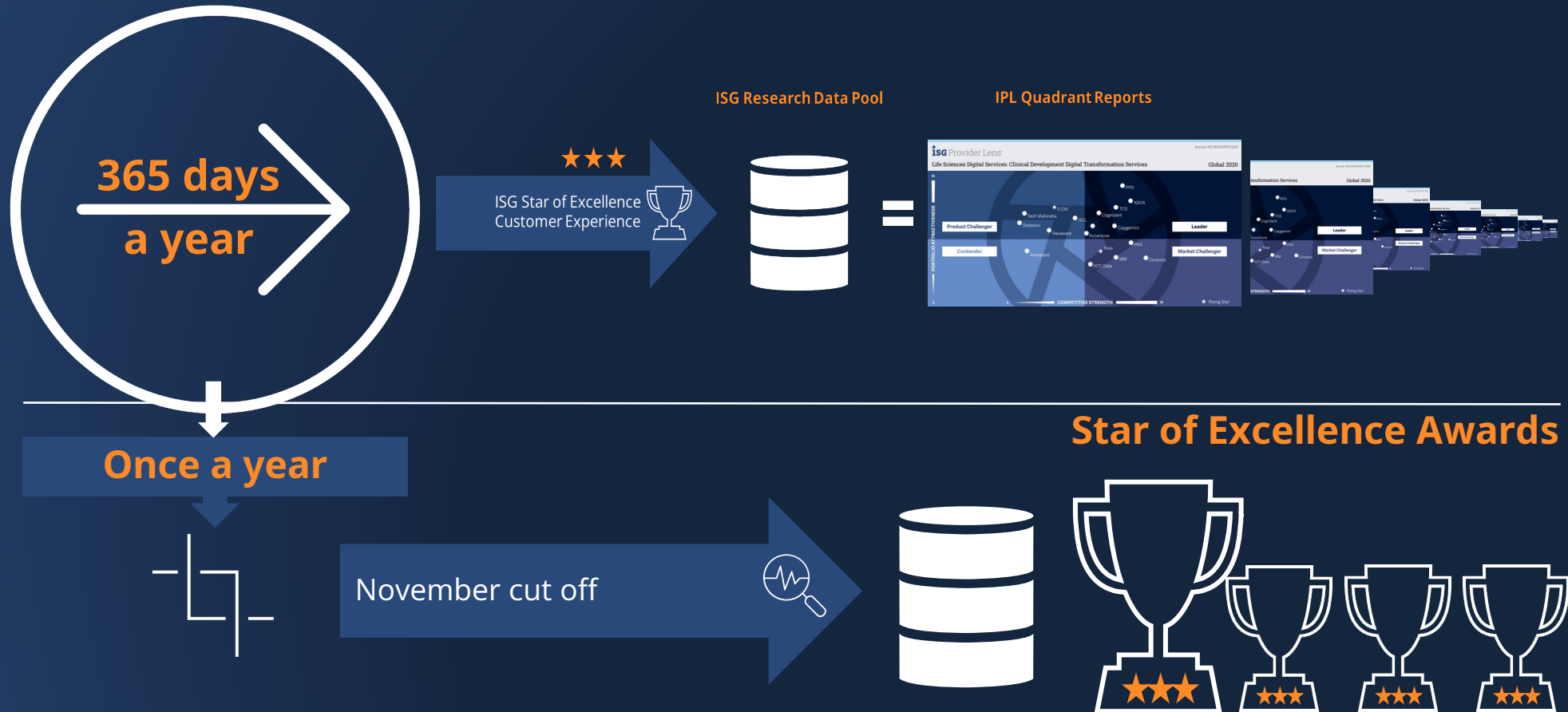
Responses by Role



N=1957; Source= ISG Research 2021



Year-round Survey



ISG Star of Excellence – IPL Connect



 Provider nominated responses

 Public responses

 ISG nominated responses

Collaboration and Transparency



Execution and Delivery



People and Cultural Fit



Governance and Compliance



Innovation & Thought Leadership



Business Continuity and Flexibility



Final Positioning



Average impact for providers is 3% to 5% on the X-axis. Maximum impact is around 9%.



ISG Star of Excellence™ Awards

CX INSIGHTS



Heiko Henkes

Director & Principal Analyst,
IPL Global Content Lead



Voice of the Customer Insights

Experience Score vs. Category Importance



N=1957; Source= ISG Research 2021

- The pandemic has changed importance for many of the six category areas
- While providers, on an average, got high CX score for common expectations, they did fall short for new and emerging ones.



Key Findings



Recommendation scores are high across the board for nearly all regions

- 1 Providers excel in service delivery**
- 2 Cyber-security ensures compliance**
- 3 Innovation and talent troubles**



Business Continuity and Flexibility



Be aware: Do not accept ongoing compromises!

Continuity and flexibility should not be permanently at the expense of innovative capability. **Solution-oriented thinking on a technological level and knowledge of industrial processes are key to changing customers' attitudes towards you.**

- New category in response to COVID-19 pandemic to capture customer perceptions of how providers are handling the pandemic
- The ability of the provider to keep the lights on or to transfer work to and from other providers or
- The change of contracts on the fly
- High importance for enterprises leads to tighter rating!



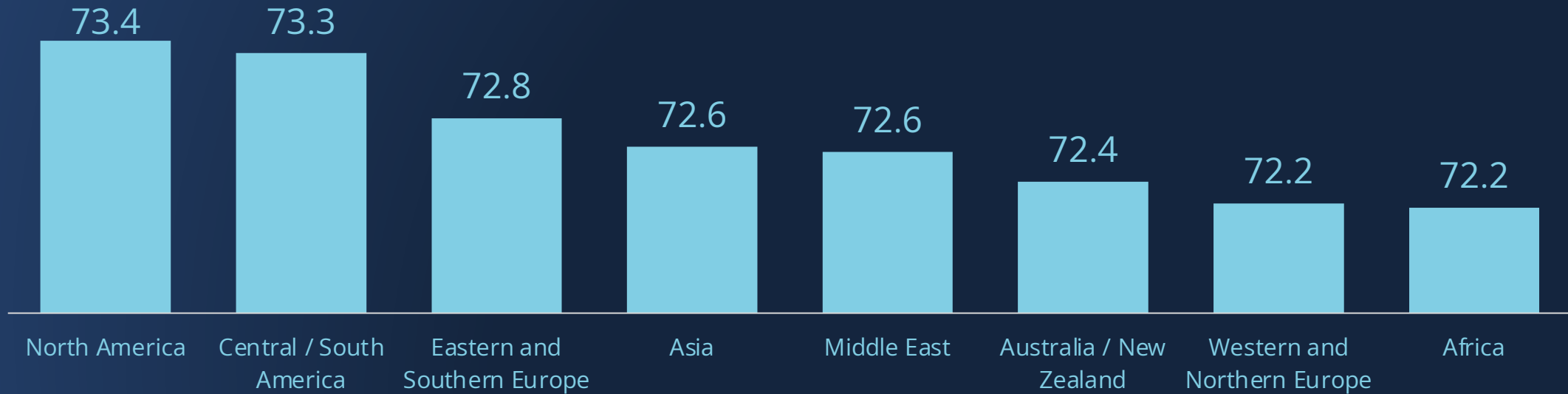
ISG Star of Excellence™ Awards Regional Winners



Randy Geoghagan
ISG Partner,
Enterprise Practice Leader



CX Scores – By Region





Award Type: Global Winners – All Regions

✓ High CX Scores >65/100

✓ Clients across all regions

✓ Client responses across public and private links

More than 5 responses across each service offering:

- Managed IT & Consulting/Project-based services
- BPO – Industry/Vertical specific services
- Software/Cloud vendor specific services

Covering at least 5/12 industries and 19/26 technologies

More than 10 client responses from all regions





Award Type: Global Winners – All Regions

Cognizant



HCL



NTT



✓ High CX Scores

✓ Clients across all regions

✓ Client responses across public and private links

More than 5 responses across each service offering:

- Managed IT & Consulting/Project-based services
- BPO – Industry/Vertical specific services
- Software/Cloud vendor specific services

Covering at least 5/12 industries and 19/26 technologies

More than 10 client responses from all regions





Region Winners

High CX Scores



More than **20** responses in a Region.

Covering more than **5** out of **12** industries.

Covering more than **12** out of 26 technologies.




At least **30** percent of total responses submitted independently by the clients.



Region Winners



Americas



APAC



EMEA

High CX Scores



More than **20** responses in a Region.

Covering more than **5** out of **12** industries.

Covering more than **12** out of 26 technologies.



At least **30** percent of total responses submitted independently by the clients.



ISG Star of Excellence™ Awards Industry Winners



Lois Coatney
Partner, President
America's Sales



CX Scores – By Industry





Award Type: Universal Industry Winners

- ✓ High CX Scores
- ✓ Clients across multiple industries
- ✓ Client responses across public and private links

At least 2
geographies
represented
across industries
in responses

More than 5
responses for
each Industry

Covering 10
out of 12
industries





Award Type: Universal Industry Winners

HCL



hi.
HEXAWARE



tcs **TATA**
CONSULTANCY
SERVICES



- ✓ High CX Scores
- ✓ Clients across multiple industries
- ✓ Client responses across public and private links

At least 2
geographies
represented
across industries
in responses

More than 5
responses for
each Industry

Covering 10
out of 12
industries





Industry Winners – Part 1

High CX Scores



More than **5** responses per Industry;

At least **2** geographies covered for each industry.

At least **30** percent of total responses submitted independently by the clients.



Industry Winners – Part 1


accenture

Pharmaceuticals
and Life Sciences

birlasoft

Insurance


HEXAWARE

Telecom
and Media


HEXAWARE

Travel,
Transportation
and Leisure

IBM

Consumer
Packaged Goods

High CX Scores



More than **5** responses per Industry;

At least **2** geographies covered for
each industry.

At least **30** percent of total responses
submitted independently by the clients.



Industry Winners – Part 2

Infosys
Financial Services

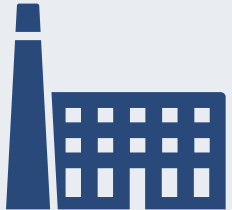
Infosys
Retail

 **Persistent**
Manufacturing

rackspace
technology
Business Services

rackspace
technology
Healthcare

High CX Scores



- More than **5** responses per Industry;
- At least **2** geographies covered for each industry.
- At least **30** percent of total responses submitted independently by the clients.



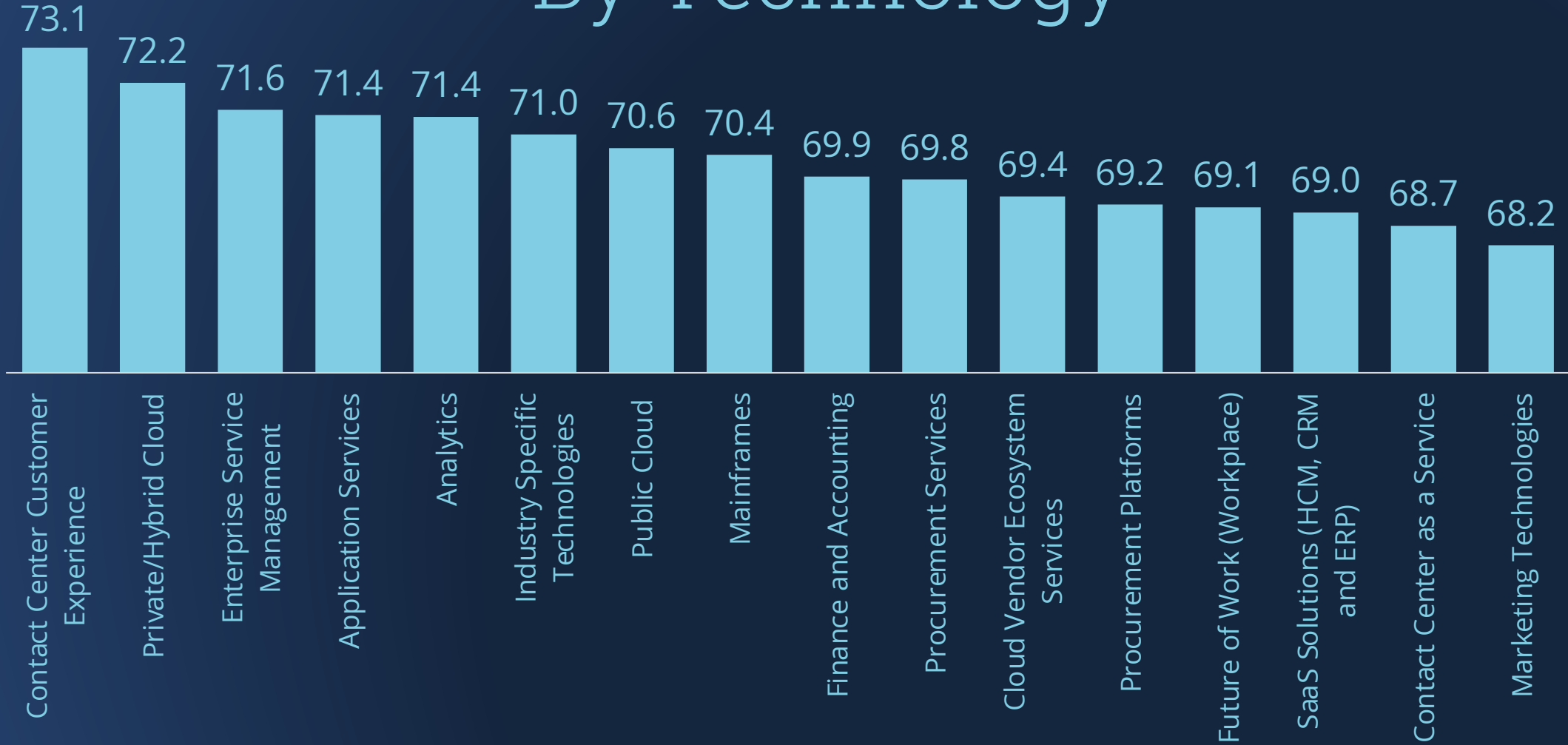
ISG Star of Excellence™ Awards Technology Winners



Todd D. Lavieri
Vice Chairman and President,
ISG Americas and Asia Pacific



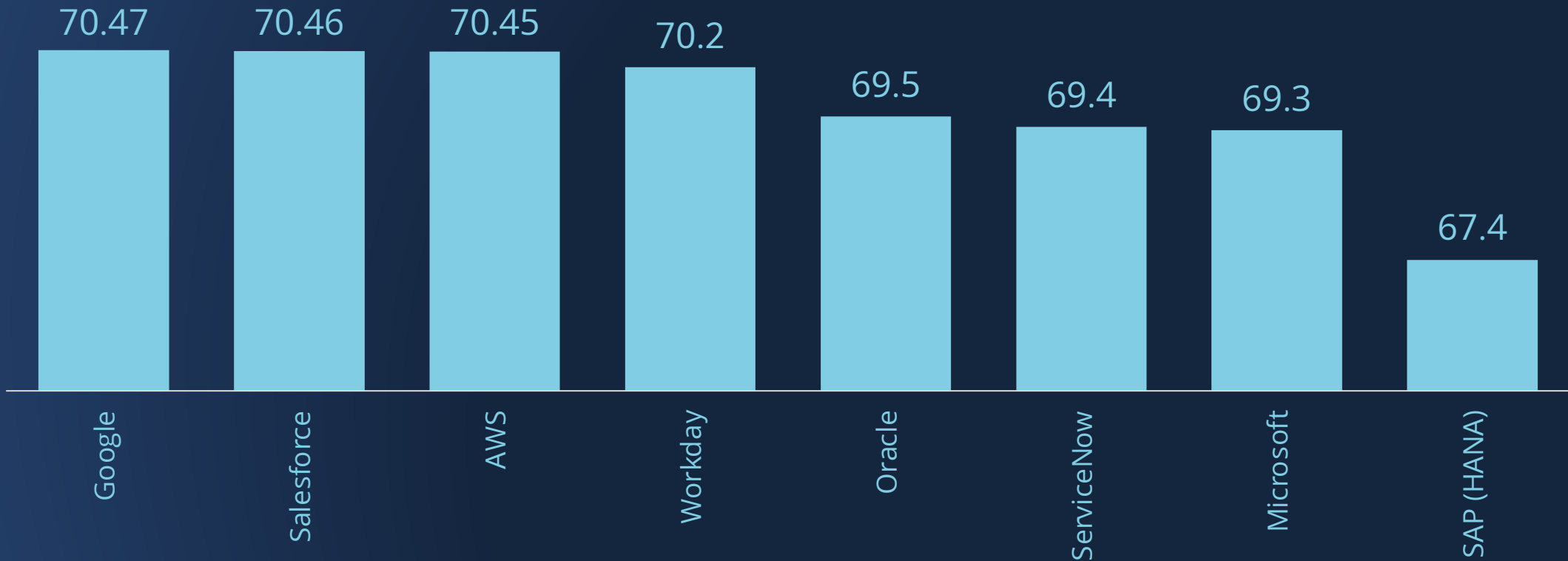
CX Scores – By Technology





CX Scores

– By Cloud Ecosystem (tech carve out)





Award Type: Universal Technology Winners

- ✓ High CX Scores
- ✓ Clients across multiple Technologies
- ✓ Client responses across public and private links

At least 2
geographies
represented
across industries
in responses

More than 15
responses for
each technology

Covering 19
out of 26
technologies





Award Type: Universal Technology Winners

birlasoft



CGI



HCL



- ✓ High CX Scores
- ✓ Clients across multiple Technologies
- ✓ Client responses across public and private links

At least 2
geographies
represented
across industries
in responses

More than 15
responses for
each technology

Covering 19
out of **26**
technologies





Technology Winners – Part 1

High CX Scores



At least **2** geographies covered for each technology.



More than **15** responses for each technology;

At least **30** percent of total responses submitted independently by the clients.



Technology Winners – Part 1


accenture

SaaS Solutions
(HCM, CRM
and ERP)


accenture

Public Cloud


accenture

Amazon Web
Services (AWS)

Cognizant

Enterprise Service
Management


DXC
TECHNOLOGY

Contact Center-
as-a-Service

 **genpact**

Finance and
Accounting

HCL

Future of Work
(Workplace)


HEXAWARE

ServiceNow

High CX Scores 

At least **2**
geographies
covered for each
technology.



More than **15** responses for
each technology;

At least **30** percent of
total responses submitted
independently by
the clients.



Technology Winners – Part 2



Marketing
Technology



Microsoft



Google



Oracle



Procurement
Services



Application
Services



Analytics

High CX Scores 

At least **2**
geographies
covered for each
technology.




More than **15** responses for
each technology;

At least **30** percent of
total responses submitted
independently by
the clients.



Technology Winners – Part 3



Persistent

Salesforce

Tech Mahindra

Cloud Ecosystem Specific Services

U.S.T.

SAP HANA

U.S.T.

Mainframes

U.S.T.

Contact Center (CX)



ZenSar
TECHNOLOGIES

Private/Hybrid Cloud

High CX Scores

At least **2** geographies covered for each technology.



More than **15** responses for each technology;

At least **30** percent of total responses submitted independently by the clients.



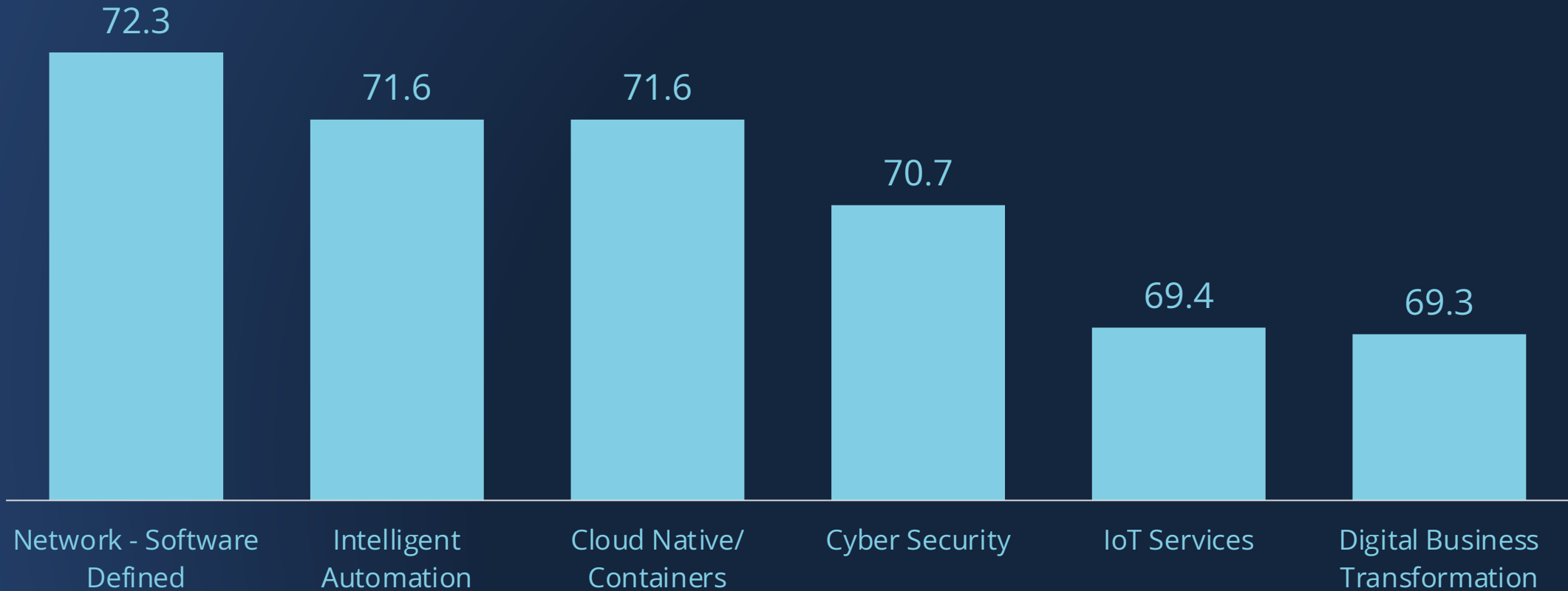
ISG Star of Excellence™ Awards Emerging Tech



Steven Hall
Partner and President,
ISG Europe



CX Scores – By Emerging Tech





Award Type: Universal Emerging Tech Winners

✓ High CX Scores

✓ Clients across multiple Emerging Technologies

✓ Client responses across public and private links

At least 2
geographies
represented across
technologies in
responses

More than 20
responses for
each technology

Covering 4
out of **6**
technologies





Award Type: Universal Emerging Tech Winners

Capgemini 




HEXAWARE



IBM



- ✓ High CX Scores
- ✓ Clients across multiple Emerging Technologies
- ✓ Client responses across public and private links

At least 2
geographies
represented across
technologies in
responses

More than 20
responses for
each technology

Covering 4
out of **6**
technologies





Emerging Tech Winners

High CX Scores



At least 2 geographies covered for each emerging technology.



More than **20** responses across each emerging technology.

At least **30** percent of total responses submitted independently by the clients.



Emerging Tech Winners

accenture

Digital
Business

accenture

Cyber
Security

kyndryl*

Cloud
Native/Containers

IBM

IoT
Services

kyndryl*

Network –
Software Defined

Persistent

Intelligent
Automation

High CX Scores



At least 2 geographies covered for each emerging technology.

More than **20** responses across each emerging technology.

At least **30** percent of total responses submitted independently by the clients.

* Customers responded to the survey while the formal separation of IBM and Kyndryl was underway. The awardee name is assigned based on Kyndryl's service portfolio.



ISG Star of Excellence™ Awards™ Overall Winner 2021



Michael Connors
Chairman and Chief Executive Officer
ISG



Award Type: Overall Star of Excellence Winner 2021



Full response
Qualification



Broad & Rich
Portfolio + Reach



High CX
Scores

Award Type: Overall Star of Excellence Winner 2021



Full response
Qualification



Broad & Rich
Portfolio + Reach



High CX
Scores



ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including more than 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

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