



“Hexaware offers a comprehensive set of solutions for digital CX.”

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Hexaware

Overview

Hexaware’s digital business practice generated revenue of \$539 million in 2021. It has approximately 250 clients and about 5,800 consultants focused on driving a strategy for digital business solutions. Hexaware brings together design, engineering, and continuous experience delivery to build capabilities organically and inorganically. It acquired Mobiquity in 2019, which enhanced its CX portfolio and currently serves as its go-to-market brand for digital products and digital CX.

Strengths

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

Experience-centric CX transformation proposition: This delivers a design thinking framework/archetype based around digital capabilities benchmarking, digital products and services design, buying experience,

personalisation, digital ergonomics (accessibility, voice enablement, visual cues, etc.), digital banking and financial services, web or mobile experience design, and front-end development.

Innovative pricing models: Hexaware provides innovative pricing models, including outcome-based and funding-based pricing models. Funding-based payment terms are linked to the funding and are directly aligned with the customer’s business growth. The outcome-based model depends on upselling metrics and the relationship with the client.

Caution

Hexaware should focus on expanding its client base to deliver end-to-end CX services, including innovative CX models.