



“Hexaware has a strong focus on offering end-to-end CX services to midmarket and large U.S. clients.”

Tarun Vaid

Hexaware

Overview

Hexaware, a global IT services provider, delivers comprehensive digital CX and consulting services to enterprise clients. Its digital business practice generated revenue of \$539 million in 2021. It has more than 250 clients and about 5,000 consultants who drive a strategy for digital business solutions. Hexaware has a strong presence in financial services, healthcare and business service industries in the U.S.

Strengths

Established set of accelerators and framework: Hexaware offers accelerators across design, digital marketing platforms, shoppable experiences, mobility and CRM and voice bots to guide clients through their CX planning. Accelerators such as North Star templates, Friction Reports, and methodologies such as Digital Traction Model and 30-60-90 framework help clients better understand CX and areas of focus.

Comprehensive offerings: Hexaware provides strategy, consulting and implementation of innovative CX services for clients. It provides

customized offerings for quick service restaurants, convenience stores and the banking, insurance, healthcare and life sciences industries. Hexaware continues to explore other industry-specific offerings.

Strategic partner ecosystem:

Hexaware has joint go-to-market plans with partners such as Adobe, AWS and Microsoft. It co-creates offerings and plans joint sales and marketing efforts with other key technology partners such as Google Cloud, Oracle, Pega, Salesforce, Sitecore and Zendesk.

Caution

To further support its growth in the CX service market in the U.S., Hexaware must continue focusing on its R&D initiatives. All other major competitors have significantly increased their R&D budgets to continue developing more niche capabilities.