



"Hexaware has invested in designing and developing conversational AI-based solutions, enabling clients to automate customer interactions."

*Dr Tapati Bandopadhyay*

# Hexaware

## Overview

Hexaware is headquartered in Mumbai, India. It has more than 30,000 employees across 54 offices in 28 countries. In FY23, the company generated \$1.3 billion in revenue, with Financial Services as its largest segment. Hexaware's design and development services combine the Digital Traction Framework with RapidX™ to accelerate product engineering. The Experience Studio facilitates consistent design governance and rapid prototyping. U.S. healthcare clients benefit from Amaze for cloud migration, enhancing application performance. GenAI-driven test case generation within RapidX improves software quality, while collaborative design sprints align product outcomes with business objectives.

## Strengths

### **Intelligent automation and conversational AI:**

Hexaware has invested in designing and developing intelligent automation and conversational AI solutions. This approach enables clients to automate customer interactions and provide personalized experiences through chatbots and virtual assistants.

### **Accelerating AI-driven design:**

The Tensai technology platform includes a comprehensive suite of precurated AI-based services. Hexaware emphasizes the use of ML and GenAI to improve design decisions and for feature selection, delivering personalized experiences. This includes implementing rapid classification, segmentation and recommendation engines for customer journey mapping features and modules.

Applying these features, Hexaware helps U.S. clients across sectors, including insurance and financial services, to develop AI-powered chatbots for customer support.

### **Knowledge automation with GenAI in service design:**

Hexaware continues to focus on delivering human-focused design by employing knowledge automation and GenAI to enhance UI and UX. This is evident in its work with clients in the banking, financial services and insurance (BFSI) sector. Given these sector's unique service and experience design requirements, Hexaware makes vertical and functional knowledge available in specific service designs in each industry.

## Caution

Hexaware has been working with U.S. financial services, healthcare and retail clients to achieve experiential users on AI, including automation of data entry, claims processing and order management. The company could make its expertise more marketable by developing "AI in a Box" services for specific verticals, with functions to hasten the design to build processes for clients.