



“Hexaware is a distinguished leader in Salesforce consulting and implementation services in the UK, with a well-established presence in London’s dynamic financial sector.”

Roman Pelzel

Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 32,000 employees across 54 offices in 28 countries. In CY24, the company generated \$ 1.43 billion in revenue, with Financial Services as its largest segment. Hexaware’s Salesforce practice was established in 2017 and is focussed on transforming CX by seamlessly integrating Salesforce platforms. Its track record in building cohesive customer journeys includes Salesforce CRM enablement, data transformations and AI infusion. The company has one office in the UK, with a staff of over 65 Salesforce professionals.

Strengths

Differentiated offering: Hexaware stands out with frameworks such as North Star and the Digital Traction Model, emphasising experience-led design and customer journey mapping. With over a decade of Salesforce experience, it delivers reusable components and preconfigured solutions, including Health Cloud for cell and gene therapy. The company also leverages Salesforce AI for automation and CX enhancement, backed by a strong GenAI foundation.

Impactful projects in the UK: In 2024, Hexaware modernised a Salesforce solution for a well-known leasing company, achieving a 30 percent reduction in quotation errors and time, a 45 percent increase in sales personnel productivity and a 25 percent rise in CSAT scores. For a major London financial

services company, it enhanced Salesforce customer service with an AI-powered chatbot, reducing mean time to resolve by 30 percent and boosting first-time resolutions by 20 percent. For the same client, Hexaware implemented DORA regulation compliance processes on Salesforce, thereby improving risk management and CX.

Tailored delivery methodologies: Hexaware offers three tailored implementation approaches — Quickstart for rapid deployment across clouds with predefined outcomes, RapidX™ for customisable solutions with set hours for adjustments and Scaled Agile for bespoke processes using true Agile principles.

Caution

Hexaware has successfully delivered high-value projects to midsize and large companies in the UK, particularly in the financial services sector. Moving forward, it should explore opportunities to diversify further in both deal size and industry coverage.