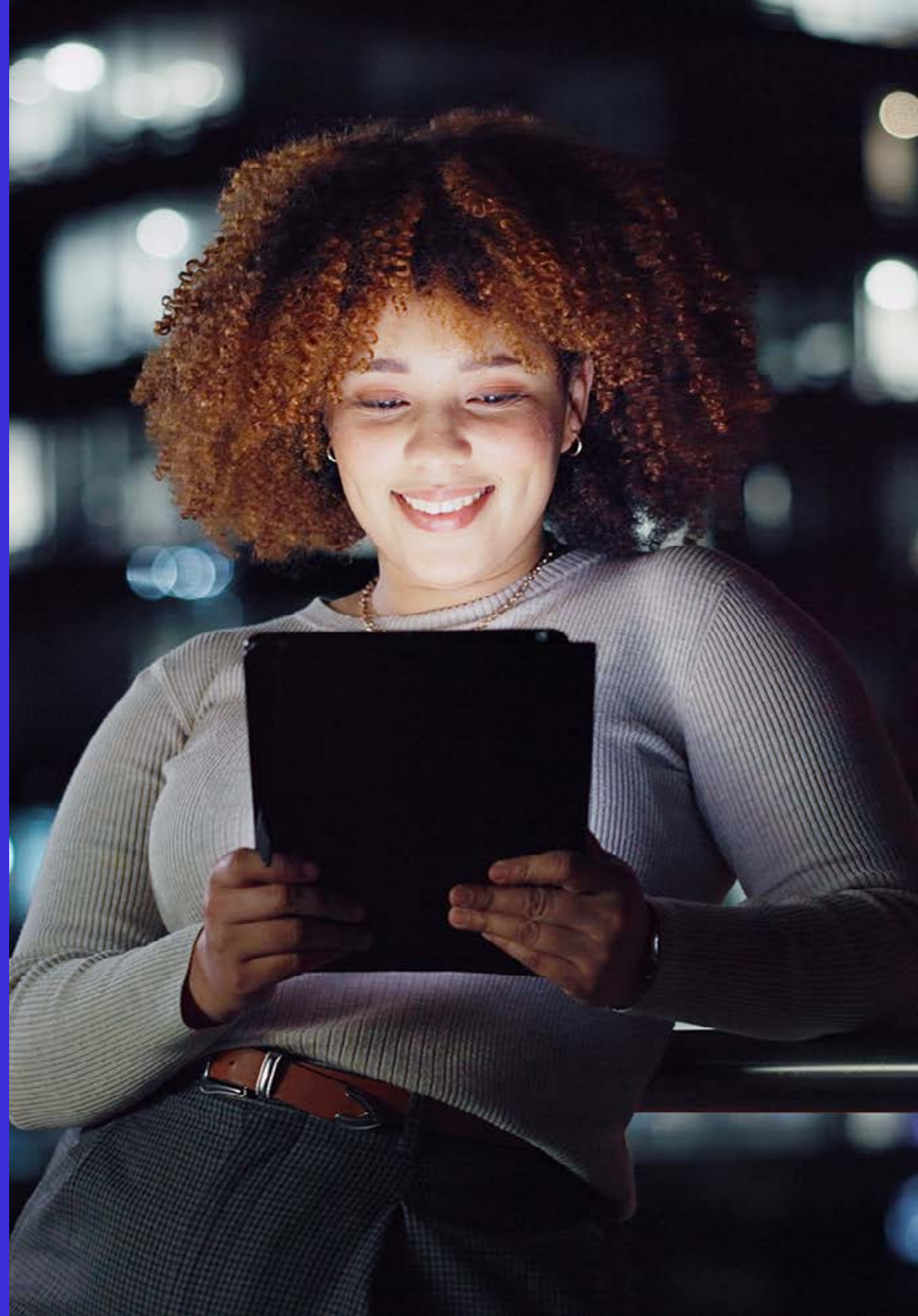


HEXAWARE

Client Impact Series

Transformational CX

AI-led Transformation and Consulting



Your Partner for Transformative Customer Experiences

Hexaware helps businesses deliver exceptional customer experiences through AI-driven automation, cloud contact center technologies, and CX analytics, leveraging deep operational expertise and outcome-based solutions that ensure scalable, efficient, and impactful results.

Our Value Proposition

Enhanced Customer Satisfaction

Reduced wait times and proactive support to improve customer satisfaction (CSAT) and net promoter scores (NPS).

Improved Sales Conversion

Predictive engagement to boost cross-sell and up-sell rates.

Higher First-contact Resolution

AI-driven insights and guided workflows to improve first-contact resolution.

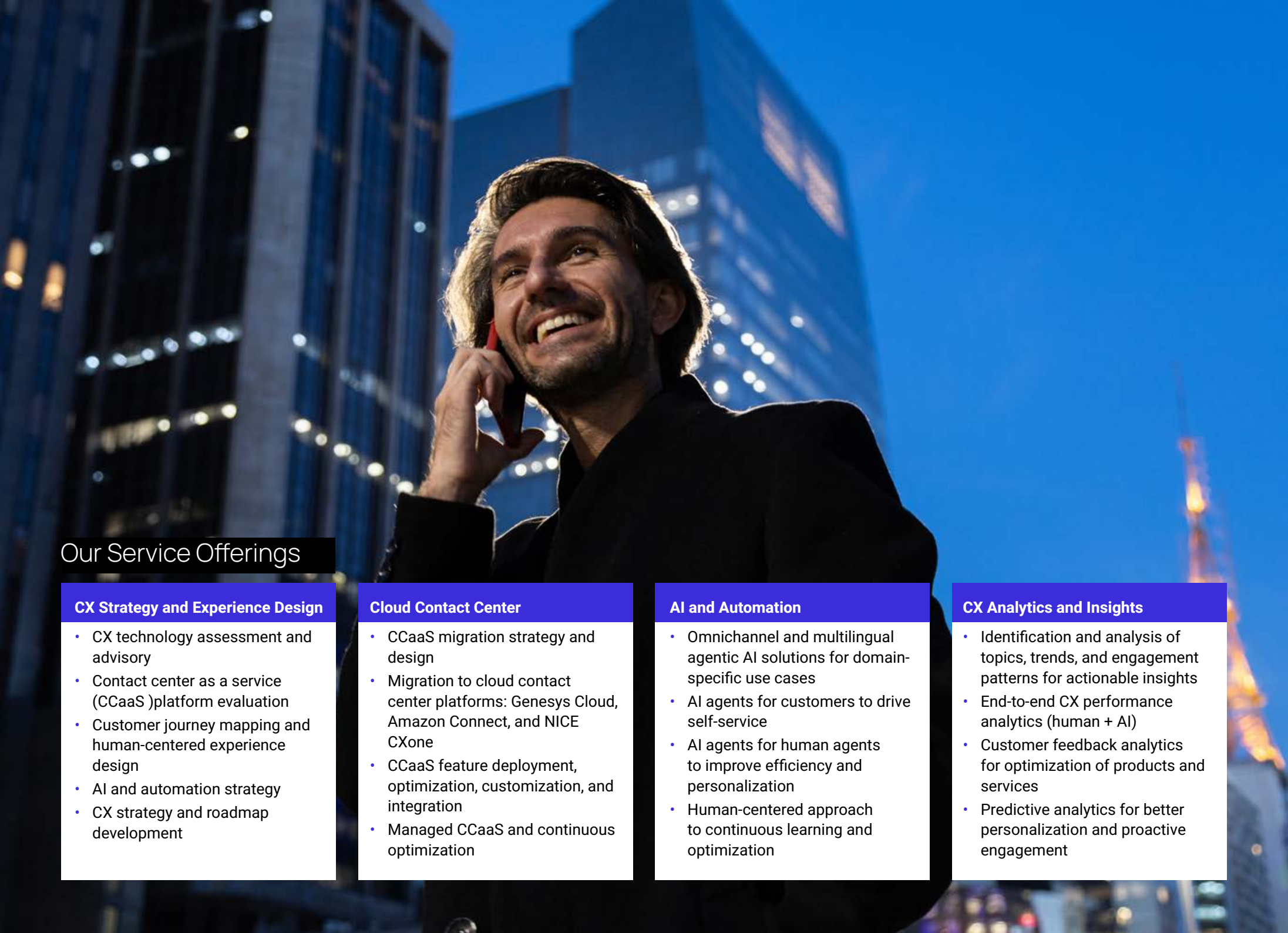
Increased Agent Efficiency

Unified interfaces and automation tools to reduce average handling time (AHT).

Reduced Costs and Increased Capacity

Contact center modernization and agentic AI solutions to reduce cost and/or increase capacity.





Our Service Offerings

CX Strategy and Experience Design

- CX technology assessment and advisory
- Contact center as a service (CCaaS) platform evaluation
- Customer journey mapping and human-centered experience design
- AI and automation strategy
- CX strategy and roadmap development

Cloud Contact Center

- CCaaS migration strategy and design
- Migration to cloud contact center platforms: Genesys Cloud, Amazon Connect, and NICE CXone
- CCaaS feature deployment, optimization, customization, and integration
- Managed CCaaS and continuous optimization

AI and Automation

- Omnichannel and multilingual agentic AI solutions for domain-specific use cases
- AI agents for customers to drive self-service
- AI agents for human agents to improve efficiency and personalization
- Human-centered approach to continuous learning and optimization

CX Analytics and Insights

- Identification and analysis of topics, trends, and engagement patterns for actionable insights
- End-to-end CX performance analytics (human + AI)
- Customer feedback analytics for optimization of products and services
- Predictive analytics for better personalization and proactive engagement



Key Solutions and Accelerators

Agentic AI for CX

AI agents for customers and support agents

AI agents for independent software vendors: Customer onboarding, subscription management, technical troubleshooting, and FAQs and knowledge assistance.

AI agents for insurance: Identification and verification status updates, first notice of loss, renewal management, and quote requests

AI agents for banking: Account management, fraud and disputes, card services, loan application support, and payment disputes

CX Analytics and Feedback Loop

GenAI-powered analytics from customer interactions and feedback

- Multi-channel feedback integration
- Feedback prioritization
- Sentiment and trend analysis
- Generative AI summaries
- Personalization and prediction recommendations
- Actionable insights routed to product and service teams
- Dashboards and reports

CX Assessment Platform

Framework and AI toolkit for data-driven insights and CX design

- Human-centered CX assessment framework
- AI-powered journey mapping
- Contact center performance data analysis
- Speech and text analytics

CCaaS Accelerators

Tools and utilities to accelerate CCaaS migration and optimization

- GenAI-powered legacy interactive voice response (IVR) migration and optimization
- CCaaS provisioning utility
- IVR prompt management tool
- Application programming interface (API) connectors for reporting data access and visualization



CCaaS Vendor Selection, Implementation, and Support

- Assessed the existing contact center landscape and rigorously evaluated multiple contact center as a service (CCaaS) platforms to select the best fit.
- Migrated the legacy contact center and telephony infrastructure to Genesys Cloud.
- Modernized the contact center by progressively implementing digital channels, conversational AI, and speech and text analytics.
- Hexaware was the sole managed services provider for product licensing, implementation, support, and maintenance.
- Took end-to-end ownership of transformation to drive further cost savings and better customer experience (CX) and employee experience (EX).

30%

Savings in annual
contact center
expenditure

7

Vendors chosen
for a rigorous
CCaaS evaluation
process

120

Parameters
evaluated across
6 categories



Genesys Cloud CX Deployment on a Managed Services Model

- Convinced the client to move from its existing on-premises contact center technology to Genesys Cloud on a managed services model.
- Instead of utilizing our in-house workforce management, we positioned Genesys WEM (workforce engagement management) and assured the client of Hexaware's capability to serve.
- Proactively bought Genesys licenses to meet stringent timelines.
- Suggested the use of Amazon Direct Connect for seamless integration.
- In addition to leveraging Genesys Cloud, Hexaware implemented multiprotocol label switching (MPLS) to enhance voice quality.
- Deployed home-grown generative AI-powered speech analytics for business and operations analytics to target new revenue.

20%

Savings with
staffing strategy

15%

Increased
retention
opportunities

12%

Improved upsell
opportunities



Contact Center Optimization for Enhanced Customer Retention

- Leveraged a robust tech stack—including Amazon Web Services, LLama2, and Power BI—to support comprehensive data analysis.
- Analyzed client contact center operations to:
 - Identify key parameters to derive insights on operational performance, customer issues, sentiments, and customer-agent dynamics.
 - Enhance business outcomes focused on customer experience, interaction quality, retention, and resolution.
- Identified areas with high average handle times (AHT).
- Delivered targeted, actionable recommendations to improve contact center productivity.
- Drove product-specific retention strategies to enhance customer loyalty.

12%

Increase in upsell opportunities

15%

Increase in retention opportunities through deep insights into handling concerns



Omnichannel CX and Virtual Assistant Enablement

- Ensured seamless 24/7 support across all available messaging channels.
- Managed a 30% month-over-month surge in contact center volumes while scaling customer experience (CX) on demand.
- Extended customer support to digital-first channels for Fortune 500 companies.
- Enabled end consumers to reach customer support through any desired channel.
- Utilized a translation tool to overcome language barriers and expand reach.
- Disseminated digital content at optimal times for both end customers and customer service representatives.

85%

Of interactions
now routed
through chat

25%

Reduction in
average handling
time (AHT)

5-10
seconds

First-response
time



Training Period Minimization Through GenAI-powered Smart Training Assistant

- Dynamically generated simulated assessments based on individual needs and abilities to minimize the training and learning curve.
- Provided early exposure to an on-the-job training (OJT) environment through simulation, without compromising client data or systems.
- Implemented a scalable, domain-specific solution that could be specialized across multiple industries and domains.
- Generated performance-based assessments by identifying and addressing learning gaps, leading to improved performance.
- Produced an infinite number of scenarios to test and train each new hire.
- Established a monitoring environment where employees could play, learn, and apply training concepts without risking mistakes, leading to faster go-live.

9 days

Time to begin live training, reduced from 13 days

35%

Improvement in on-the-job training readiness compared to previous benchmarks

14 days

Total training period cut in half — down from 28 days



Advanced AI Chatbot Development with Amazon Bedrock

Adopted sophisticated, AI-driven solutions to roll out an advanced chatbot in phases, thereby enhancing customer interactions and delivering personalized and intelligent responses to complex inquiries:

- Implemented a basic chatbot utilizing Amazon Lex for intent recognition and AWS Lambda for business logic execution to address FAQs and simple queries.
- Integrated a Gen AI pipeline using the Claude LLM model on AWS Bedrock to generate nuanced and contextually appropriate responses for complex queries.
- Delivered a more natural and engaging user experience, with the chatbot capable of understanding complex questions, maintaining conversation context, and generating creative responses.
- Reduced the burden on human customer service representatives by enabling the chatbot to handle a wider range of customer inquiries.

40%

Reduction in
average response
time

30%

Improvement in first-
contact resolution
rate

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world.

We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate. With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

Get in touch