



Technology, Products, and Platforms

AI-Driven Customer Experience Operations

Empower your enterprise to deliver seamless, AI customer experience operations that drive growth, reduce risk, and scale effortlessly



Customer experience has become the decisive battleground for technology, products, and platform companies. Disjointed systems, siloed data, and reactive processes create inefficiencies, frustrate customers, and strain internal teams. With Hexaware's AI-powered CX Ops, you can turn these challenges into opportunities.

Our solution is purpose-built to deliver hyper-personalized, data-driven experiences while eliminating inefficiencies and friction across the customer lifecycle. By combining advanced IT engineering, business services, and AI copilots, we transform fragmented customer support into a proactive, scalable CX ecosystem.

Business Value of the Solution

Hexaware's customer experience solutions for tech companies go beyond fixing operational inefficiencies.



Risk Mitigation

Ensured security and compliance across all customer interactions and AI integrations.



Intelligence

Real-time analytics and sentiment analysis to guide smarter decisions and improve outcomes.



Scale

Unified platforms and cloud-native architectures to support global expansion and rapid scaling.



Growth

Seamless omnichannel management and predictive insights that unlock new customer engagement opportunities.



Efficiency

Automation and AI copilots that streamline workflows, cutting resolution times and reducing agent burnout.

Hexaware's Contact Center Transformation approach redefines customer support in the digital era. We blend innovation with empathy, empowering enterprises to lead with intelligence, agility, and measurable impact. With Hexaware as your partner, customer experience becomes your competitive edge.

How the Solution Works

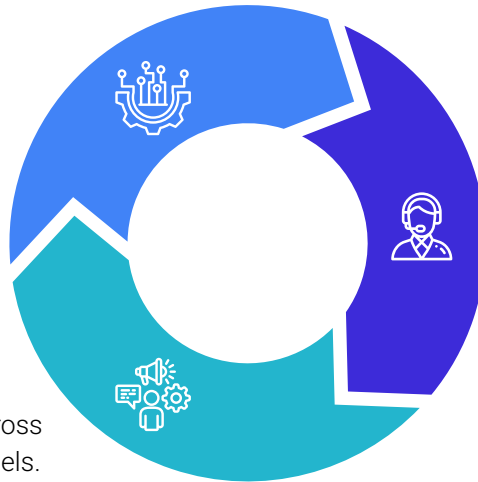
Hexaware's AI-powered CX Ops combines cutting-edge technology with human insight to deliver a unified, proactive customer experience. Powered by AI engineering and platform modernization, we connect disparate systems into a seamless ecosystem

AI Predictive Analytics for CX

Advanced analytics uncover sentiment and trends, enabling data-driven decisions in real time.

Omnichannel CX Management

Unified, cloud-native platforms integrate customer interactions across voice, chat, email, and social channels.



Enterprise Customer Copilots

AI copilots automate complex workflows, provide instant insights, and resolve queries across channels.

Key Capabilities and Differentiators

- **Agentic AI for Customer Experience:** AI solutions automate tasks and personalize, freeing agents.
- **Deep Platform Integration:** Expertise in Adobe Experience Cloud, Salesforce, Genesys Cloud, and Zendesk ensures smooth deployment.
- **Proactive Analytics:** Real-time sentiment analysis and dashboards enhance CX.

Use Cases for Technology and Gaming Enterprises

- **AI Customer Service for SaaS Companies:** Automate queries, improve resolution, and boost satisfaction.
- **Omnichannel Customer Experience Management:** Deliver consistent experiences across digital and human touchpoints.
- **Contact Center AI Solutions:** Enable agents with AI copilots for smarter work.

Impact and Outcomes

40% reduction in agent productivity loss caused by context switching.

Up to 19% of time saved by unifying siloed customer data.

3x faster task completion with Enterprise Customer Copilots.

Enhanced customer loyalty through hyper-personalized, AI-driven experiences.

Ready to elevate your customer experience operations?

Contact us at marketing@hexaware.com to see how Hexaware can help you achieve seamless, intelligent CX transformation.

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>.

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