



“Hexaware’s steady improvement of its social media CX services portfolio, demonstration of successful case studies and notable growth in this space positions it as a Rising Star.”

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Hexaware

Overview

Hexaware is headquartered in Mumbai, India and operates in 19 countries. It has more than 28,500 employees across 54 global offices. In FY22 the company generated \$1.2 billion in revenue, with Financial Services as its largest segment. Hexaware’s Social Media Command Center, supported by its global presence and industry expertise, empowers organizations to extract insights, engage with customers and optimize social media strategies. By leveraging social media data and analytics, businesses can enhance CX, manage their online reputation and drive business growth in the current digitally connected world.

Strengths

Well-crafted Trust and Safety approach:

Hexaware’s Trust and Safety approach is built on the Intelligent Content Engine (ICE) framework, identifying content that does not align with a client and also provides for remediation. It is well-defined to address every aspect of content management and is integrated with AI to foster brand identity and monetize content.

Tapping into partner ecosystem: Hexaware actively leverages its vast partner ecosystem to deliver social media CX services and has go-to-market strategies with its partners. It also leverages tools such as Skai, Acquisio, Matomo, SEMRush, Brandwatch and others for its social media services.

Continuous improvement of Social Media

Command Center: Hexaware’s Social Media Command Center continues to be its key differentiator in the market. The center is equipped to provide real-time insights by combining listening, engaging and using analytics into a single construct. It extracts data and analyzes customer perceptions across multiple social media platforms. The offering is led by a domain-rich content factory built on the hyperscale content studio (HCS) with multichannel digital marketing, content production and support.

Caution

Hexaware has been investing in expanding its social media CX and has showcased successful case studies. It should continue to increase the number of customers and implementations. Seamless transitions are a key focus area for Hexaware as it strives to meet the ever-evolving expectations of its clients.