

Hexaware



"Hexaware empowers businesses to deliver hyperpersonalized, efficient customer journeys at scale by combining strategic CX advisory with real-time analytics and autonomous AI-driven engagement."

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Overview

Hexaware is headquartered in Mumbai, India. It has more than 31,500 employees across 28 countries. In FY24, the company generated \$1.4 billion in revenue, with Financial Services as its largest segment. Hexaware's AI-native platform, Tensai® AgentVerse, automates up to 90 percent of customer interactions across multiple channels and languages. It delivers rapid resolutions, lowers costs and boosts CSAT. The platform's unified architecture enhances efficiency and scalability. Outcome-based pricing enables businesses to transform traditional contact centers.

Strengths

CX-led advisory services: Hexaware's CX-led advisory services are supported by transformation experts with diverse specializations, enabling impactful business transformation from strategy to execution. The design thinking approach, CX technology assessment, CX strategy and road map development offer a strong CX management foundation for outcome-led initiatives. Hexaware's GenAI transformation consulting services offer structured frameworks for identifying and scaling innovative AI use cases that drive efficiency and personalization.

Focus on customer interaction analytics: Hexaware leverages an interaction analytics tool to offer insights into customer engagement across all touchpoints.

Leveraging real-time interaction analytics, automated quality assurance and in-depth sentiment analysis, this tool dynamically enables agents to deliver enhanced CX. It fosters improved agent efficacy and streamlines operational workflows.

Focus on innovation: Hexaware strongly focuses on innovation to enhance contact center CX. Leveraging GenAI, multimodal LLMs and agentic AI, Hexaware develops advanced solutions such as intelligent routing, automated summarization and autonomous agents. These innovations enable hyperpersonalized engagement and domain-specific workflow automation across sectors such as healthcare, telecom and BFSI, significantly improving customer interactions.

Caution

Hexaware focuses on innovation and advanced technologies, such as GenAI, multimodal LLMs and agentic AI, to enhance contact center CX. However, it must also invest in change management, industry-specific data models and client education to prevent fragmented adoption or underutilization of its AI-driven CX solutions.