HEXAWARE

Digital Contact Center & CX Transformation
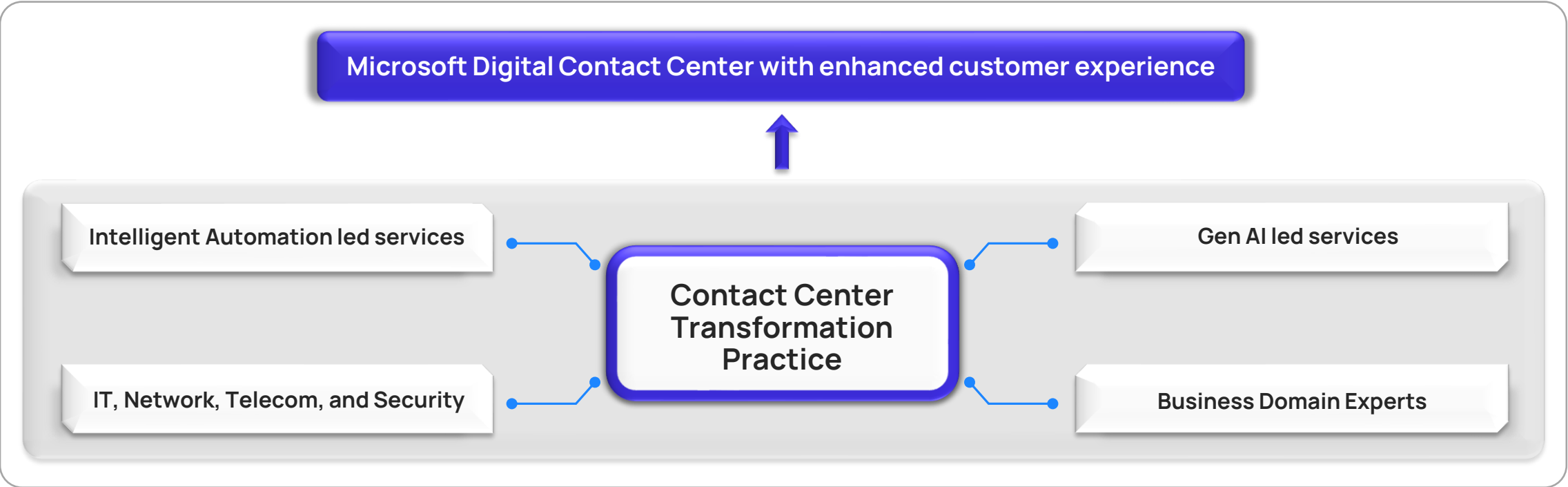
March 2025

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Customer Experience: Technology, Strategy, Operations and Innovation

⭐ A strong Next-Gen CX Transformation team delivering cutting edge services to deliver a comprehensive digital contact center

⭐ Delivering AI-First Digital Contact Center for enhanced CX with human-in-the-loop to provide 24/7 multi-lingual global support

⭐ Deep domain expertise across Customer Experience with highly advanced omni channel solutions to provide a hyper-personalized CX

⭐ Leverage GenAI, Predictive Analytics, Conversational AI, Sentiment analytics, etc. to enhance Customer experience

⭐ Leverage strategic Microsoft partnership with our advanced specializations in multiple areas to deliver maximum customer benefits

⭐ Continuous CX innovation through Process Excellence, Analytics, and AI, supporting strategic decision-making

Approach

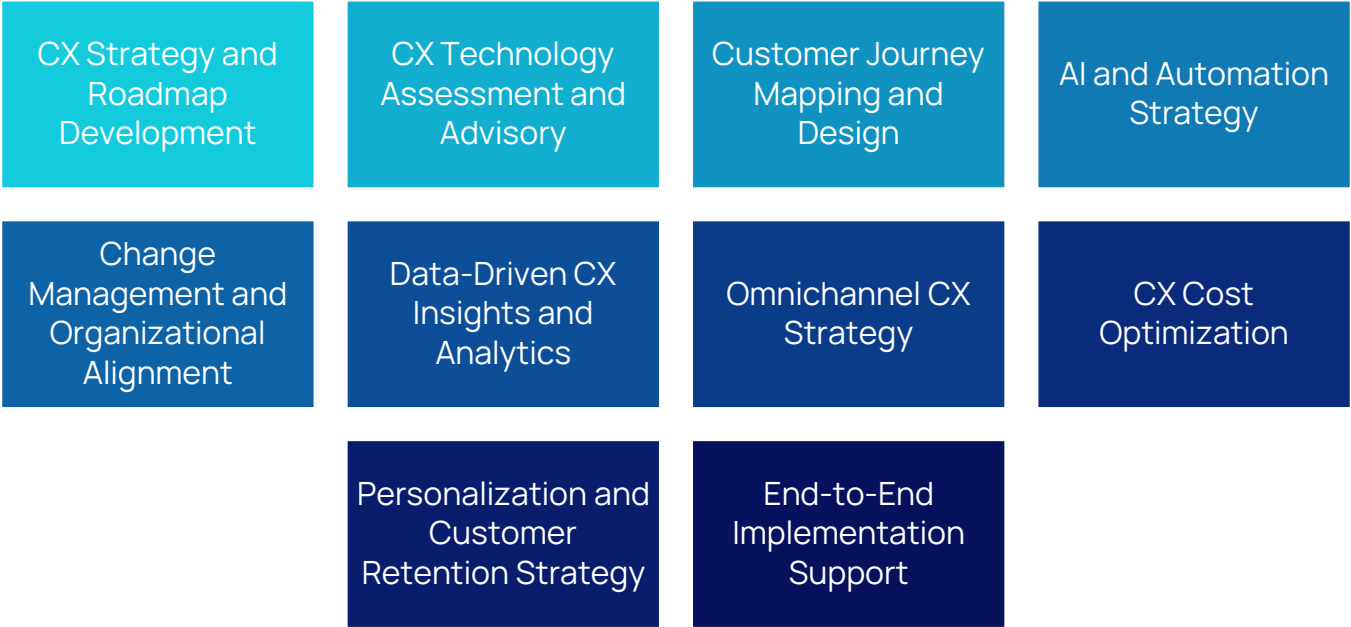**Microsoft Digital Contact Center with enhanced customer experience**

Intelligent Automation led services

Gen AI led services

Contact Center Transformation Practice

IT, Network, Telecom, and Security

Business Domain Experts

HEXAWARE

Transforming your digital contact center for enhanced CX with tailored strategies, innovative solutions, and measurable outcomes

Our Services

CX Strategy and Roadmap Development	CX Technology Assessment and Advisory	Customer Journey Mapping and Design	AI and Automation Strategy
Change Management and Organizational Alignment	Data-Driven CX Insights and Analytics	Omnichannel CX Strategy	CX Cost Optimization
	Personalization and Customer Retention Strategy	End-to-End Implementation Support	

What makes us different

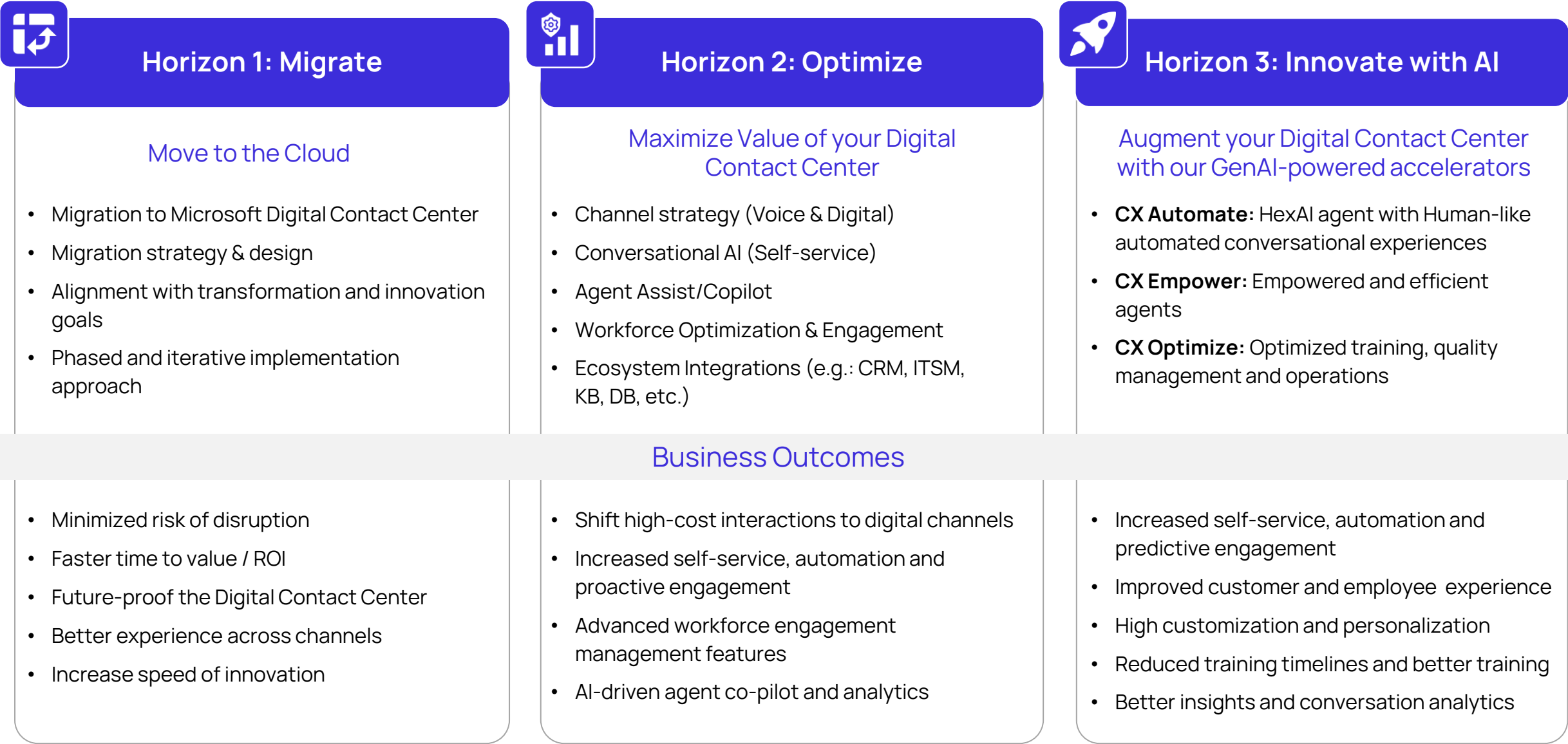- Domain-specific expertise
- AI-first approach
- Proven frameworks and methodologies
- Global cross-functional advisory and execution teams
- Customer-Centric Design
- End-to-End Transformation Capability
- Flexible and outcome-based engagement models

Business Value and Outcomes

Enhanced CX & EX	Operational Efficiency	Cost Optimization	Revenue Growth	Faster ROI
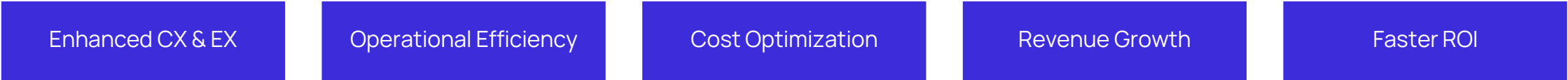
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Hexaware's Horizon approach for CX Transformation with your Digital Contact Center

Horizon 1: Migrate

Move to the Cloud

- Migration to Microsoft Digital Contact Center
- Migration strategy & design
- Alignment with transformation and innovation goals
- Phased and iterative implementation approach

Horizon 2: Optimize

Maximize Value of your Digital Contact Center

- Channel strategy (Voice & Digital)
- Conversational AI (Self-service)
- Agent Assist/Copilot
- Workforce Optimization & Engagement
- Ecosystem Integrations (e.g.: CRM, ITSM, KB, DB, etc.)

Horizon 3: Innovate with AI

Augment your Digital Contact Center with our GenAI-powered accelerators

- **CX Automate:** HexAI agent with Human-like automated conversational experiences
- **CX Empower:** Empowered and efficient agents
- **CX Optimize:** Optimized training, quality management and operations

Business Outcomes

- Minimized risk of disruption
- Faster time to value / ROI
- Future-proof the Digital Contact Center
- Better experience across channels
- Increase speed of innovation

- Shift high-cost interactions to digital channels
- Increased self-service, automation and proactive engagement
- Advanced workforce engagement management features
- AI-driven agent co-pilot and analytics

- Increased self-service, automation and predictive engagement
- Improved customer and employee experience
- High customization and personalization
- Reduced training timelines and better training
- Better insights and conversation analytics

Thank You