ISG Provider Lens™

ISG Star of Excellence™ – Enterprise CX Report

HCLTech

HCLTech Leadership in ISG Star of Excellence™ Awards 2023

HCLTech received six Star of Excellence™ awards in 2023 for achieving the highest enterprise CX scores at an overall level, for overall ITO, overall BPO, and for multiple technology services.

HCLTech

Client Testimonials

"HCLTech is really a business partner for us, thinking together finding adequate solution to any challenges or changes we might encounter."

- A global leader in Gaming industry

ISG Star of Excellence
Overall | **2023 Winner**

ISG Star of Excellence
Universal ITO | **2023 Winner**

ISG Star of Excellence
Digital Engineering | **2023 Winner**

ISG Star of Excellence
Universal BPO | **2023 Winner**

ISG Star of Excellence
Application Services | **2023 Winner**

ISG Star of Excellence
Mainframes | **2023 Winner**

HCLTech received higher than average CX scores compared to the average scores of other top service providers. Clients across regions, industries, and business roles have expressed significantly higher levels of satisfaction with HCLTech's services than other top providers.
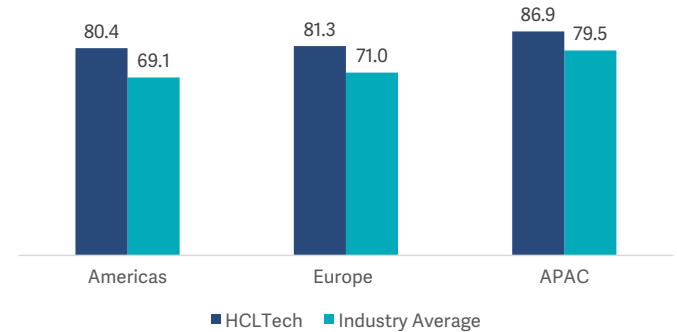
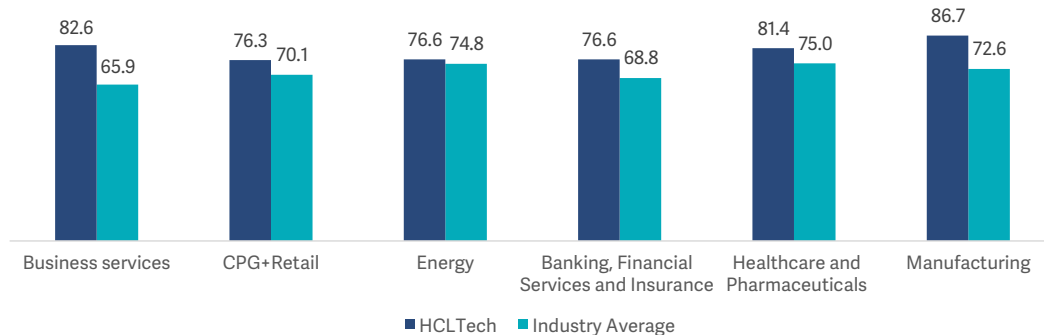*Based on feedback from 101 HCLTech's clients*
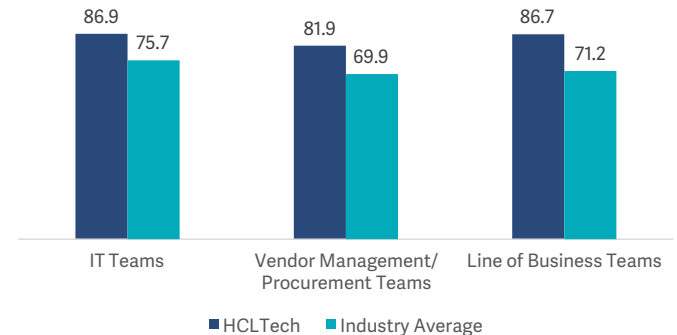
HCLTech's Overall CX Score

82.3

Industry Average: 68.9

HCLTech CX Scores by Regions

Region	HCLTech	Industry Average
Americas	80.4	69.1
Europe	81.3	71.0
APAC	86.9	79.5

■ HCLTech   ■ Industry Average

HCLTech CX Scores by Industries

Industry	HCLTech	Industry Average
Business services	82.6	65.9
CPG+Retail	76.3	70.1
Energy	76.6	74.8
Banking, Financial Services and Insurance	76.6	68.8
Healthcare and Pharmaceuticals	81.4	75.0
Manufacturing	86.7	72.6

■ HCLTech   ■ Industry Average

HCLTech CX Scores by Client Business Roles

| Role	HCLTech	Industry Average
IT Teams	86.9	75.7
Vendor Management/ Procurement Teams	81.9	69.9
Line of Business Teams	86.7	71.2

■ HCLTech   ■ Industry Average

HCLTech customer delight approach

HCLTech ensures a consistent and enriching CX with its global Customer Advocacy Group (CAG) division. It focuses on customer satisfaction measurement, relationship improvement, potential risk identification and remediation, and continuous value creation. The company measures customer satisfaction through CSAT metrics at individual client projects and account levels. HCLTech also follows a regular and structured client cadence program at the CXO level once or twice a year and with the client business division head every quarter. It adopts the Customer Relationship Improvement and Solutioning Partnership (CRISP) framework to track and monitor the actions to improve customer satisfaction. The company's CAG division leverages its Engage platform to provide a comprehensive view and one-stop shop

to access information on operations and processes, reviews, insights, and value-added services. HCLTech also provides its clients with a value creation portal to track the number of innovative ideas considered, implemented and quantified value delivered. The service delivery teams ensure that clients realize the value of innovation at the IT team and client line of business levels. They also assist clients in gaining a competitive advantage in their respective businesses.

With its comprehensive and robust approach, HCLTech has received high satisfaction scores from clients across businesses.
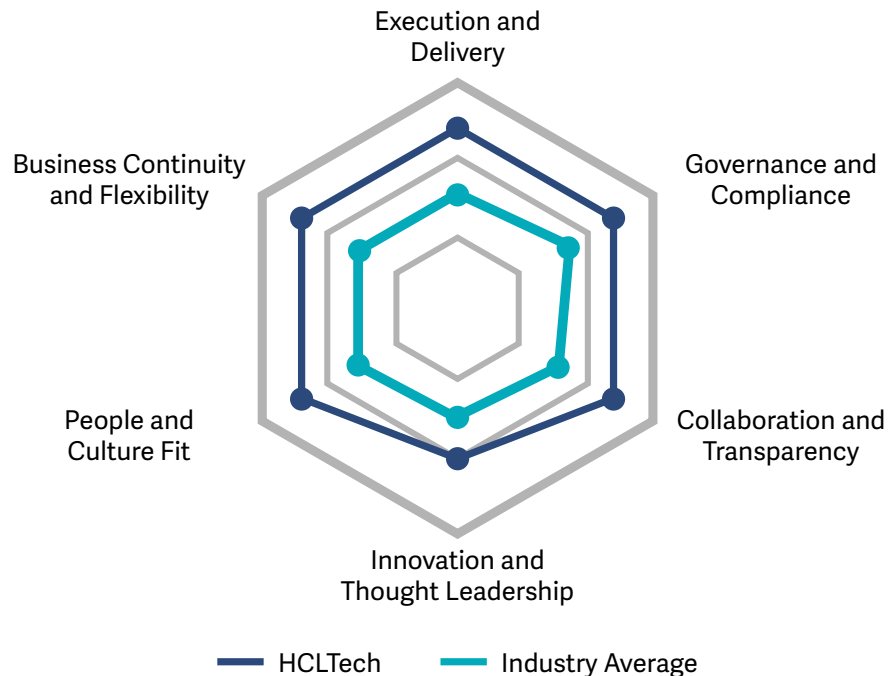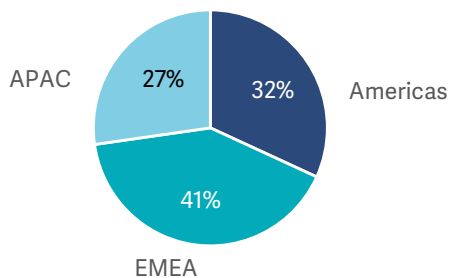

Based on feedback from 101 HCLTech's clients

HCLTech Enterprise CX Pillars Differentiators (2/2)

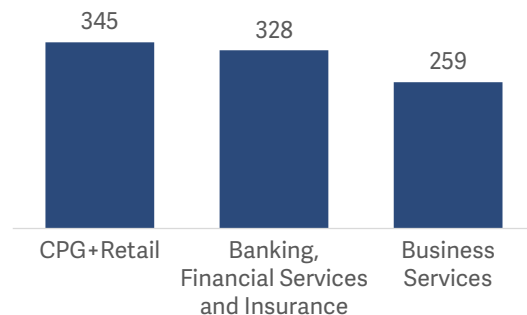| Enterprise CX Pillar	Client	HCLTech's Approach
Execution and Delivery	Global nutritious food product company	• Timely execution and cross-team support • Training and mentoring for team members • Continuous design and analysis support
Governance and Compliance	Public sector client in the ANZ region	• Compliance with local employment regulations by collaborating with academic institutions • Analysis of massive multimedia data to help the client adhere to bio-diversity regulatory compliance • Regular threat advisory and global threat index communications for the energy and utilities industry, helping clients effectively implement cybersecurity measures
Collaboration and Transparency	Global healthcare company	• Collaboration with the new suppliers onboarded by clients, facilitating process knowledge transfer and sharing best practices with them • Transparent approach in dealing with client stakeholders, focusing on the client's business impact
Innovation and Thought Leadership	Global tire manufacturer	• Assistance in executing a complex merger • Focus on technical environment design by integrating multiple tools and technology partner solutions • Business process standardization and organizational change management
People and Cultural Fit	Global nutritious food product company	• Proper training for team members and mentoring with resource augmentation • Assistance in hiring nearshore resources
Business Continuity and Flexibility	British clothing company	• Implementation of a unique approach, namely PROCESS KM (planning, readiness, organizing, communication, elimination, status, summary and knowledge database and motivation) • Proactive engagement with the client, starting from the evolution stage, to ensure that the company's and client's teams are always aligned on progress, risks, reporting, learnings, training and team motivation • Successful implementation of 53 projects simultaneously with the client

Responses by Region

- APAC 27%
- Americas 32%
- EMEA 41%

Top 3 Industry Verticals by Response

- CPG+Retail: 345
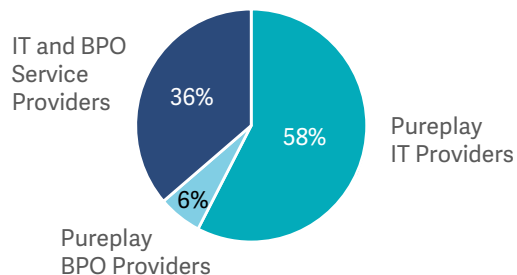- Banking, Financial Services and Insurance: 328
- Business Services: 259

~2,250
Unique Evaluations
(including provider sourced
and independent source)

~150+
Providers
Participated

Responses for Service Providers

- IT and BPO Service Providers: 36%
- Pureplay IT Providers: 58%
- Pureplay BPO Providers: 6%

Responses by Service Category

- ITO: 2717
- BPO: 1802
- Emerging Tech: 1310
- ISV Ecosystem: 3019
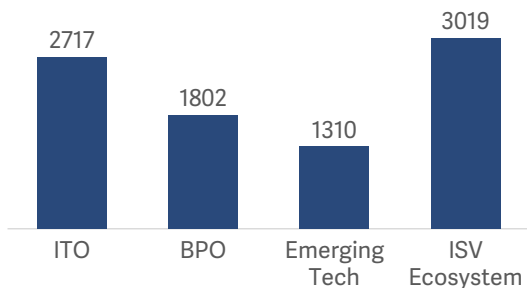
~2,100
Provider
Nominations

Based on feedback from 101 HCLTech's clients

Program Methodology

ISG Star of Excellence™ program solicits client experience information through an ongoing survey. This independent survey of enterprise clients provides an in-depth look at their overall satisfaction and experience with IT/BPO and technology service providers.

As part of the program, ISG collects direct feedback from clients about their experience with service and technology providers and analyzes this information with respect to different IT/BPO and technology services, industries, regions, business roles, and delivery models. Service and technology providers can nominate their clients to take this survey any time of the year. ISG also independently collects information by reaching out to enterprise clients directly.

The survey contains about 25 questions asking the respondents about their experience and satisfaction level with their service and technology providers. It asks about client satisfaction levels with the providers' performance across the six CX pillars and overall experience with the respective service(s) or technology offered by the provider. The survey asks respondents to quantify their satisfaction or experience on a scale between 0 and 100, where 0 represents the least satisfied/ worst experience, and 100 represents the extremely satisfied/best experience. The client experience scores thus collected via ISG's independently sourced responses and via provider-nominated responses are combined to get a comprehensive view of enterprise CX with the service and technology provider.

The CX score is calculated in the following way:

- **ISG Overall Star of Excellence™ CX Score = Weighted average satisfaction and importance scores for six categories**.

- The **Satisfaction score** is the customer experience score for each of the six pillars as rated by a client on a scale of 0-100.
- The **Importance score**, as rated by a client, is the importance given to each of the six pillars on a scale of 0-100.

The Overall CX score of the provider is the average CX score of all the client responses. The overall CX score of a provider is also analyzed from different aspects based on respondents' demographics, such as for different industries, regions, business functions and delivery models. CX scores are scaled to highlight differentiation among providers. Providers who have nominated their clients in the program can show diversity in their client responses and will have a slight advantage in their CX score calculation. Qualitative analysis of the open-ended feedback given by client respondents is integrated with quantitative results to derive critical insights for individual providers, technologies and geographies. The direct experience score for specific services and technologies is used to identify the highest CX scorer for the respective service and technologies.

Survey period: The ISG Star of Excellence™ survey is open for the entire year. Once a year, the information collected is assessed to recognize providers that stand out in different categories with related awards.

Quality checks: The information received from the clients undergoes thorough quality checks to ensure the validity of client responses. Responses where technology or service providers receive extremely high scores, such as a score of 100 across all CX pillars, are scrutinized and validated after an interview with the client representative.

Lead Author

Mrinal Rai
Assistant Director and Principal Analyst

Mrinal Rai is the Assistant Director and Principal Analyst at ISG and leads research for the future of work and enterprise customer experience. His expertise is in the digital workplace, emerging technologies and the global IT outsourcing industry. He covers key areas around the Workplace and end-user computing domain, viz., modernizing workplace, Enterprise mobility, BYOD, DEX, VDI, managed workplace services, service desk, and modernizing IT architecture. He also focuses on unified communications collaboration as a service, enterprise social software, content collaboration, team collaboration, employee experience and productivity services and solutions.

He has been with ISG for 10+ years and has 16+ years of industry experience. Mrinal works with ISG advisors and clients in engagements related to the digital workplace, unified communications and service desk. He also leads the ISG Star of Excellence™ program that tracks and analyzes enterprise customer experience in the technology industry. He is also the ISG's official media spokesperson in India.

SOE Product Owner, Editor

Heiko Henkes
Director and Global IPL Content Lead

Heiko Henkes is a Director and Principal Analyst at ISG; in his role as Global ISG Provider Lens™ (IPL) Content Lead and Program Manager, he is responsible for strategic business management and acts as thought leader for IPL Lead Analysts. In his role as ISG Star of Excellence™ Product Owner, he leads the program design and IPL integration. His core competencies are in the areas of defining derivations for all types of companies within their IT-based business model transformation.

Within this context, Mr. Henkes supports companies to undergo continuous transformation, combining IT competencies with sustainable business strategies and change management. He acts as Keynote speaker in the context of digital innovation.

ISG Provider Lens™

JANUARY 2024

2023 ISG STAR OF EXCELLENCE ENTERPRISE CX REPORT