

# Customer Experience Services Transformation

## Tech Mahindra

### Report Abstract

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## Who is this Vendor Assessment for?

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NelsonHall's CX Services Transformation profile on Tech Mahindra is a comprehensive assessment of Tech Mahindra's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for content moderation, trust and safety, and content development RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX services sector.

## Key Findings & Highlights

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Tech Mahindra unified its CX consulting practice under the Navixus business unit. Navixus prioritizes four transformation tracks around digital-first service, automation, embedded analytics, and empowering employees. Its main foundation is the proprietary consulting framework CARE.NXT used to better understand and address customers' pain points and needs, leading to a 360-degree transformation. Tech Mahindra is also infusing different technologies in the consulting offerings with partner platforms.

Outsourcing clients looking for a provider with a strong CX consulting and technology enablement practice with a mature client portfolio and a well-developed conversational AI practice with IP, should especially consider this profile on Tech Mahindra.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Tech Mahindra's CX Services Transformation offerings, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the location of delivery centers.

## **CX Services Transformation Vendor Assessments also available for:**

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Alorica

ArvatoConnect

Atento

Concentrix + Webhelp

Conduent

Firstsource

Foundever

HGS

Infosys BPM

IntouchCX

Movate

ResultsCX

Sigma Connected

TaskUs

Teleperformance

Transcom

WNS.

## About The Author

Ivan Kotzev is NelsonHall’s Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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