

Infomedia Nusantara Recognized as the

2021

Company of the Year

Indonesia Customer Experience

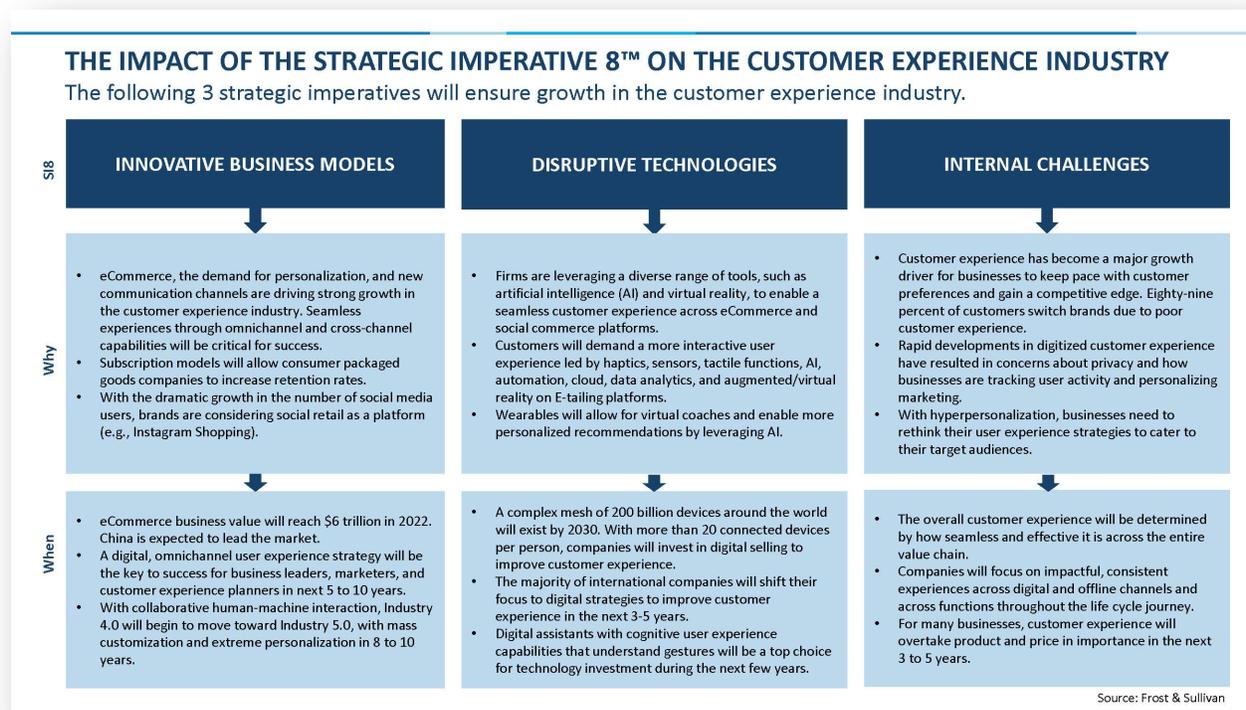
Outsourcing Services Industry

Excellence in Best Practices



Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of PT. Infomedia Nusantara is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. PT. Infomedia Nusantara excels in many of the criteria in the Indonesian customer contact center outsourcing industry.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Addressing Unmet Needs

PT. Infomedia Nusantara has developed a robust line of Omni Solutions to address customers' unmet needs, clearly outlined in the form of separate categories. These solutions include Omni Services, which provides end-to-end omnichannel contact center operations with the provision of people, process, platform, and place; Omni Marketing, which is customer relationship management (CRM) analytics for inbound voice management and digital listening, including tele-profiling surveys; and Omni Sales, which is outbound sales and telemarketing. Moreover, with services such as the Mimin application, where small and medium-sized enterprises (SMEs) can benefit from a secured payment gateway for their online sales, Infomedia has mapped its services to the needs of its customers.

Frost & Sullivan compared these offerings with Infomedia’s competitors and has determined that competing solutions are not as straightforward and do not address clients’ crucial elements, such as with the rise of eCommerce, which are vital for companies to cater to the needs of small businesses. The requirement for such omni services is reflected by Infomedia’s achievement in receiving the Omni Brands of the Year Award for 2019/2020 by Marketeers, a prominent Indonesian business and marketing online magazine. This award is given to companies that exemplify expertise in omnichannel marketing that guarantees a seamless customer experience for all available channels of the company.

Leadership Focus

Infomedia’s core focus is on offering business process outsourcing services, and it dominates the domestic segment by capturing 49% of the domestic market share and handling about 40 million monthly domestic calls nationwide. What makes Infomedia stand out among competitors is its vertical expertise, where clients come from an array of industries, such as banking, public service, telecommunication, food & beverage, insurance, manufacturing, energy & mining, and transportation. The vertical expertise comes from the solution delivery based on digital platforms on CRM (ON5, Invira, OMS, e-Lapor, ERC, CRM Analytic) and SSO (MyTami, LMS, Recruitment, SSO Analytics).

Best Practices Implementation

Since 2018, Infomedia has demonstrated a steady revenue growth rate based on best practices within the entire organization, especially in customer care, product development, and corporate social responsibility (CSR). Frost & Sullivan commends Infomedia for being customer centric, evident by its customer branding executed through its digital CX partner. With this, Infomedia can track the performance for customers, derived from customer interactions with the brand across every digital platform on which the company is present. For product development, the company has implemented the agile scrum methodology, which depends on incremental advancements in development. With this approach, the company strives to deliver the highest value to stakeholders through flexibility, adaptability, low costs, quality improvement, and innovation. In addition, Infomedia adds value through its CSR campaigns, such as #BPOKebanggaanIndonesia and Omni for the Nation, from the Nation, providing the company and its services with market exposure while involving the Indonesian community, thereby creating a sense of belonging to the brand.

Financial Performance

Infomedia's financial metrics indicate that the company has shown steady revenue growth from 2018 to 2020. Since announced 5% revenue growth in 2020 despite the challenge from pandemic COVID-19, Infomedia recorded its single-digit breaking growth as its successful business effort. Infomedia generated \$225 million in revenue in 2020, and Frost & Sullivan lauds the company's ability to overcome any challenges during the COVID-19 pandemic to sustain its growth.

Customer Purchase Experience

Infomedia provides clients with a high standard of services and products. In addition to its well-structured line of Omni Services, the company provides world-class infrastructure contact centers, which account for 60% of the company's yearly revenue, locally and globally. This growth is specifically evident in its partnership with customers in many industries, such as banking, wherein Infomedia established its customer service center that has grown rapidly in providing video banking, digital lounge, telecollection, email, and social media, and chat-based support systems.

"PT. Infomedia Nusantara has been a leader in offering end-to-end business process outsourcing solutions to the competitive Indonesian market, while expanding its expertise in other hallmarks according to market trends and demands."

- Azza Fazar, Research Associate

Moreover, Infomedia's workforce includes certified professionals who maintain clients' services, thus adding to the customer purchase experience. Infomedia is supported by a loyal customer base, evident by an increase in recurring sales, with a growth rate of 65% in 2018 and 87% in 2020. Recurring sales have outnumbered new sales.

Brand Equity

Infomedia is part of the Telkom Group, with share ownership composition by PT Telkom Indonesia at 49% and Multimedia Nusantara (TelkomMetra) at 51%, the largest telecommunication provider in Indonesia with a business portfolio: telecommunication, information, media, edutainment, and services (TIMES). Telkom Group is a multinational conglomerate that is a household name in Indonesia, thus triggering a sense of belonging to

the brand for consumers. In 2019, Infomedia launched their brand new tagline, "Your Digital CX partner". This tagline is part of the company's focus in the customer experience industry; helping businesses accelerate customer value.

Conclusion

Infomedia has proved to be the leader in the Indonesian customer outsourcing services industry and is well positioned for future growth. Infomedia continues to serve clients with great attention to quality and has overcome the challenges during the COVID-19 pandemic; therefore, the company's clientele can look forward to more excellence in the coming years.

With its strong overall performance, PT. Infomedia Nusantara has earned Frost & Sullivan's 2021 Indonesia Customer Experience Outsourcing Services Company of the Year Award.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

