

Webhelp Recognized as the

2021

Company of the Year

Malaysia Customer Experience

Outsourcing Services Industry

Excellence in Best Practices



Think Human

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 company. Webhelp excels in many of the criteria in the Malaysia customer experience outsourcing services space.

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

Forming Close Partnerships with Clients to Increase Value

As a global leader in customer experience (CX), Webhelp designs, delivers, and optimizes end-to-end customer journeys. By creating value through the entire customer journey, their unique approach reduces customer effort, increases efficiency, and builds loyalty and advocacy.

Webhelp’s service portfolio spans four key areas: customer engagement services, customer experience solutions, business process outsourcing, and specialist outsourcing, safeguarding client satisfaction regardless of the needs. Their focus on empowering brand advocacy and loyalty is a key differentiator within the customer experience outsourcing industry. Moreover, their empowerment of brand loyalty provides clients with high value regardless of business type. Webhelp supports brand loyalty by delivering high-quality through its skilled support teams and technological solutions. The company creates unforgettable human experiences to develop competitive advantage and support growth aspirations for its clients.

The company’s flexibility, scalability, and reliability lead to long-term and value-driven partnerships with clients built on trust and service. Webhelp underpins this approach with strong account management and commercial innovation. This strategy of forming close partnerships with clients ensures strong collaboration built on a foundation of shared values. This allows both parties to combine their strengths and become greater than the sum of the team’s parts.

Webhelp's Differentiated Approach: Empowering Advisors to Build Brand Loyalty

Webhelp challenges traditional business process outsourcing (BPO) thinking and focuses on building end-to-end customer experiences that address customers' needs throughout the entire journey. The business believes that improved customer experiences lead to improved brand perception and loyalty, which helps future-proof its clients' businesses. The company created its "Think Human" brand that highlights its differentiated approach of empowering its advisors with the best new technology to help create brand ambassadors for clients.

Fast Reaction to a Rapidly Shifting Marketplace

"Webhelp's overall value proposition is a two-pronged focus on technology and employees. The company enriches customer experiences and business solutions by understanding clients' business challenges, ensuring that Webhelp remains outcomes-driven instead of being solely technology-driven."

- Krishna Baidya, Director of Information & Communications Technologies, APAC

Webhelp works to identify various market trends to meet clients' growing demand for omnichannel experiences. The business always aims to provide personalized interactions, anytime, across the customers' channel of choice. That is why Webhelp promotes artificial intelligence (AI) and automation for simple queries so its advisors can focus on complex cases. Technology solutions are embedded in BPO services and play a crucial role in automating actions and conversations, connecting channels, optimizing the workforce, and listening to the voice of the customer. Webhelp also sees with growing demand for consulting and advanced analytics.

Webhelp distinguishes itself with the technological excellence of its CX services and has made significant investments internally and externally for building a scaled ecosystem of resources, assets, and capabilities to address clients' growing need for digital, automated services, and advanced analytics.

Despite its increased focus on automation innovation, Webhelp remains committed to being 'People First' and always considers what is best for advisors, clients, and clients' customers on a case-by-case basis.

Providing Insight-driven Support across Sectors

Webhelp's Insight and Market Intelligence supports the business by analyzing trends to project market changes, enabling clients to stay competitive and ahead of the curve in their respective industries.

The business provides clients with multiple specialists led by a sector-specific expert to focus on clients' vertical-specific needs. As a result of this expertise-centric strategy, the business has become a trusted advisor and thought leader in high-growth sectors such as retail & e-commerce, hi-tech, and banking and financial services.

Leveraging Customer Feedback to Shape Innovation and Increase Value

Webhelp's overall value proposition is a two-pronged focus on technology and employees. The company enriches customer experiences and business solutions by understanding clients' business challenges,

ensuring that Webhelp remains outcomes-driven instead of solely technology-driven. The company provides a unique customer service experience by building strong partnerships with continuous customer feedback channels to help them build smarter and better human customer experiences, thus supporting client's rapid growth. The company analyzes customer interactions across the entire value chain to identify areas to increase efficiency, reduce customer effort, and add overall value to day-to-day services.

This strategic approach empowers Webhelp to turn customer's cost-centers into profit-centers. Webhelp also recognizes the need to have flexible service capabilities with work-from-home models due to the COVID-19 pandemic, continuously delivering high-quality customer experience support teams based on client needs while maintaining employee safety. Additionally, its service methodology allowed Webhelp to hire over 2,000 virtual agents globally in 2020 as it experienced rapid growth during the pandemic. This hybrid service structure and its scalable human team create a seamless operating model with a single operational view to ensure quality, flexibility, and business continuity.

Best practice and innovation

Webhelp focuses on enhancing customer engagement and adding value to its services, with a unique blend of a centralized approach that can be tailored to regional client needs:

Way of Working Model

Webhelp created its "Way of Working" (WOW) Operating Model, a consistent framework across its operations. The WOW model ensures company-wide consistency and high-quality delivery while also enabling appropriate flexibility for local cultural nuances and vertical needs.

Webhelp Anywhere

Webhelp's Anywhere approach and platform recognize that clients need to thoughtfully incorporate new working models into their bestshoring mix. The business has developed a codified approach to achieve the best design for each client. This is underpinned by a flexible, scalable, and secure platform that ensures clients can consistently achieve the best outcomes through this design – whether their teams are working from home, hybrid, or on-site.

Model Office

'Model office' labs have delivered significant transformation into existing client operations through an agile approach to innovation. Research and development (R&D) teams work directly with advisors to identify, develop, and test new and innovative solutions in controlled and live environments. Webhelp also maintains a technology enablement team that empowers an agile innovation methodology to detect, source, test, and scale innovative technologies and ensures that solutions align with global security standards.

Unique Internal Culture

A significant pillar of Webhelp's unique value proposition is its culture and employees. The company continually invests in building its employee expertise and providing advanced training as part of an overall people development program. As such, Webhelp focuses on employee happiness by creating an

atmosphere that enables opportunity, nurtures learning and growth, and drives employee engagement. Webhelp is well-positioned to address the talent challenges catalyzed by the pandemic.

Exceptional Growth in Malaysia

“Webhelp breaks its service portfolio into four key areas: customer engagement services, customer experience solutions, business process outsourcing, and specialist outsourcing, safeguarding client satisfaction regardless of its needs. The company is an end-to-end partner across all business-to-consumer and business-to-business journeys, as Webhelp’s focus on empowering brand advocacy and loyalty is a key differentiator within the customer experience outsourcing industry.”

- Krishna Baidya, Director of Information & Communications Technologies, APAC

Malaysia has strong potential to gain revenue from the outsourcing industry, as the region is on the cutting-edge of technology, driving economic growth that the pandemic has accelerated in some verticals. As part of Webhelp’s commitment to growing in APAC, the company’s primary value proposition for Malaysia is its multilingual hub that leverages talent for 40+ language requirements. Webhelp has created a highly effective and detailed employee selection model based on competencies, behavior traits, and experience to ensure its employees bring high-value and quality customer support. As a result, Webhelp’s Malaysian pipeline continues to grow exponentially, and its headcount has grown by 92% in the past 24 months alone.

Conclusion

Webhelp is focused on creating exceptional experiences to increase its clients' overall brand perception and loyalty, resulting in added value. Its differentiated approach leads the company to combine human expertise with technological solutions to provide an end-to-end customer experience strategy heightening its clients' overall brand loyalty and success. Recognizing its key differentiation stems from the strength of its people, Webhelp fosters an internal culture nurturing employee learning, growth, and happiness leading to strong engagement and retention.

Finally, Webhelp forms close partnerships with clients, ensuring it continuously seeks feedback to optimize its impact on customers, heighten value, and shape future innovation.

With its strong overall performance, Webhelp earns Frost & Sullivan’s 2021 Malaysia Company of the Year Award in the customer experience outsourcing services industry.

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

