

One to One Contacts Recognized as the

2021

Company of the Year

Thailand Customer Experience

Outsourcing Services Industry

Excellence in Best Practices



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. One to One Contacts excel in many of the criteria in the customer experience outsourcing service 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

Fundamental Changes in Consumer Behavior Drives the Experience Economy

With Southeast Asia's highly connected internet community proliferating, investors poured over \$37 billion into the experience economy during the last four years. Digitally savvy consumers demand constant connection through easy access to information, ongoing interactions with brands, and personalized and engaging services at any time and over any touchpoint. Driven by these fundamental changes in consumer behavior, the experience economy in Thailand continues to expand at an unprecedented pace and forces enterprises to rethink how they do business. Hence, organizations are revisiting their operating models to align with advanced customer needs and differentiate themselves in

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- Krishna Baidya, Director, Information and Communication Technologies, Asia-Pacific

highly competitive markets, transitioning from offering products to providing engaging experiences. Setting up and maintaining in-house customer operations is expensive and takes a company's focus off its core mission. With customer experience outsourcing service providers offering the capabilities and expertise enabling enterprises to remain agile and scale their business operations cost-efficiently, organizations increasingly embrace their services to differentiate and thrive in highly competitive markets.

Similarly, the COVID-19 pandemic explicitly reinforced the benefits such service providers deliver, specifically around agility, flexibility, and quick turnaround times. Within this context, Thailand's multilingual and low-cost workforce presents an attractive outsourcing destination. Contact centers are increasingly considered collaboration hubs for process improvement, helpdesk services, technical support, sales and marketing, and value creation. An end-to-end customer journey across multiple channels is the bedrock of great customer experience (CX), further enhanced by the adoption of artificial intelligence (AI), machine learning, analytics, automation, and chatbot technologies to deliver personalized, predictive, and proactive interactions with consumers. These digital strategies take customer service to the next level by putting real-time insights at agents' fingertips through multi-channel support. It also brings the benefit of automating repetitive tasks and queries, allowing human agents to concentrate on higher value-added or more complex interactions. With CX becoming an integral factor influencing customer loyalty and, ultimately, turning into the critical differentiator that decides business' fate, organizations globally re-focus efforts away from simply cost-related variables and leverage customer-related metrics to drive sustainable growth.

Visionary Innovation and Customer Impact of One to One Contacts

Established in 2000 and headquartered in Nonthaburi, Thailand, One to One Contacts (OTO) leverages cutting-edge technology to provide contact center outsourcing services in a highly personalized format. With an increased focus on innovation through digital-enabled solutions, the company increasingly integrates robots and human agents in a hybrid business process, helping clients improve customer loyalty, increase efficiency, and optimize costs. OTO's leadership in providing a comprehensive portfolio to support both small and large businesses in the Thailand market is unparalleled for omnichannel customer engagement solutions. With over 20 years of industry experience and more than 2,200-seat capacity via three major service centers in Thailand and Cambodia, OTO is the only homegrown company that extends tailored outsourced contact center management services across a wide range of 16 industry verticals, including banking, retail, healthcare, and insurance.

Shifting Focus to Address Unmet Needs

The COVID-19 pandemic has disrupted markets and business processes globally, forcing companies to quickly launch measures to deal with unprecedented interruptions, putting the capabilities of contact centers and business process outsourcing providers to the test. The pandemic had varying impacts across verticals in Thailand. OTO skillfully pivoted its business during this crisis and captured new opportunity by shifting its focus catering to the upsurge of demands from the insurance, logistics, and retail markets. This also helped the company mitigate the impact of reduced demand from airlines, hospitality, tourism, and government sectors, some of its core revenue contributing segments, during this time.

OTO implemented work-from-home solutions during the pandemic to ensure employee safety and compliance with government measures while fending off any disruption of client services. Even though many clients were initially skeptical and worried about security, compliance, and efficiency implications, OTO developed innovative technology-enabled solutions and helped clients with their business continuity and customer service cost optimization. Notably, OTO offers a more personalized experience

than its competitors through its customized one-stop service, proposing a choice of alternative solutions. Even clients within the same industry still have different needs; therefore, OTO develops products, services, and strategies that take clients' roadmaps, budgets, and requirements into consideration while ensuring the security of customers' personal information at all times. Often, the company implemented its services within a week and adjusted the number of seats rapidly. When the government announced campaigns to drive an economy based on cashless, digitized networks and devices through relief measures (such as Thai-Chana and Rao Rak Gun), OTO responded to the increased demand for live agent services (as opposed to only handling information inquiries).

Furthermore, the company elegantly reaped the benefit demands from retail businesses using Line notification and non-voice services to increase their customer bases and insurance companies adopting even more voice bots, chatbots, self-service, and tele-sales services. As a result, OTO currently has numerous clients and projects across fast-growing sectors such as government, retail, and insurance. OTO carries out a 360-degree client satisfaction survey annually to cover every perspective (e.g., system quality and corporate image) to evaluate its service and ensure that it exceeds client expectations. Quarterly workshops via conference meetings where all concerned departments participate in forum discussions are an integral part of OTO's continuous realignment with clients' business goals to improve sales performance. With its skilled agents, best-in-class technology, varied delivery models, and digital transformation consulting competencies, OTO continues to thrive in the market. Even though COVID-19 impacted overall group revenue during 2020 due to airline and tourism restrictions, the company bounced back very strongly in the first quarter of 2021. As such, OTO pivoted quite successfully and captured over 20% growth in the government, insurance, and retail sectors by shifting its focus nimbly.

Innovation Drives Digital Solutions That Deliver on End-User Expectations

“Notably, OTO offers a more personalized experience than its competitors through its customized one-stop service, proposing a choice of alternative solutions. Even clients within the same industry still have different needs; therefore, OTO develops products, services, and strategies that take clients’ roadmaps, budgets, and requirements into consideration while ensuring the security of customers’ personal information at all times.”

- Riana Barnard, Best Practices Research Analyst

OTO continuously innovates and spends on next-generation technology research and development to deliver on the ever-evolving end-user expectations and demand. By creating new digital solutions (such as new chatbot versions, visual interactive voice response (IVR), mobile applications, and a digital customer experience platform), the company helps clients improve business efficiency, reduce cost, and gain more customers by assisting them in reaching out to a product or service effortlessly. Some of its technology-enabled solutions also enhance agent performance and experience. The provider is also leveraging robotics process automation tools to automate mundane tasks across processes. Features include data conversion, mass email generation, archiving, extracting, and data

entry; the solution can also process lists and storage and carry out repetitive tasks (i.e., functions carried out 50 to 60 times a day to optimize operational efficiency and reduce costs. For example, OTO successfully implemented visual IVR in the transportation section to handle inquiries about routes and

schedules. OTO also implemented digital technology for internal use, such as online recruiting platforms, employee training and development, and work-from-home technology deployed across all divisions, including customer service relationship staff. These applications help employees to reduce time spent in traffic and, ultimately, increase employee satisfaction.

Harnessing Partnerships to Deliver "Total Customer Interaction Management Solutions"

OTO grounds its key value proposition in a customized client-centric service model that delivers digital-first experiences for end-users by leveraging omnichannel contact, journey analytics, and business process re-engineering. Envisioning to provide total customer interaction management solutions, the company has groomed its sales teams to be strategic partners and consultants for clients. Before proposing any products or services to the client, OTO focuses on understanding the client's rationale for outsourcing services and expectations, aligning the offering accordingly to successfully deliver the required business impact. Additionally, a free trial of one or two weeks allows this service provider to build a trusting relationship with the client and advances up-sell/cross-sell opportunities together with word-of-mouth recommendations. By positioning itself as a long-term strategic partner for clients, OTO successfully increased its referral rate to 58.7% in 2020 (compared to 47.4% in 2019), recently validated in a client survey.

Furthermore, key strategic partners strengthen OTO's offering by maximizing service capability. A comprehensive range of partners collaborates with the outsourcing service provider to pioneer new technology that delivers on every dimension of customer demand. Examples include digital platforms, omnichannel and cloud technology, quality management, voice biometrics, speech-to-text technology, voice bot, voice AI, image processing, analytics, cloud telephony system, CCTV security, chatbot, line connect, and more. For instance, OTO utilizes Microsoft's customer relationship management tools in the telecommunication industry to connect its client's respective systems (i.e., customer management, ordering, and billing) and cover various customer service modules (e.g., sales and marketing) that incorporate 1,700 licenses. OTO enables seamless case management through this solution, for instance, self-service, an agent, or well-tailored services for VIP customers.

Conclusion

The speed at which the COVID-19 pandemic disrupted markets and business processes in Thailand had varying impacts on different verticals. Companies launched measures within a few weeks to deal with unprecedented interruptions, putting the capabilities of contact centers and business process outsourcing providers to the test. With its skilled agents, best-in-class technology, varied delivery models, and digital transformation consulting competencies, OTO successfully seized the opportunities that emerged from the crisis. Shifting its focus nimbly to the government, insurance, and retail sectors, the company created new digital solutions (such as new chatbot versions, visual interactive voice response, mobile applications, and a digital customer experience platform) to help clients improve business efficiency, reduce costs and retain existing customers. Key strategic partners further strengthen OTO's offering by maximizing its service capability. Its technology-enabled solutions enhance agent performance and experience; however, the company also implements digital technology for internal use to increase employee satisfaction. OTO's vast industry experience across a wide range of 16 industry

verticals forms the bedrock of its strategic innovation that showcases a cutting-edge portfolio that provides total customer interaction management solutions.

With its thought leadership in innovation, excellence in best practice implementation, and customer-centric commitment, One to One Contact earns Frost & Sullivan's 2021 Thailand Company of the Year Award in the customer experience outsourcing service 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

