



2022 COMPANY OF THE YEAR

*INDONESIA
CUSTOMER EXPERIENCE
OUTSOURCING SERVICES INDUSTRY*

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. PT. Infomedia Nusantara excels in many of the criteria in the 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

Service Providers Enhance Capabilities to Meet Evolving Consumer Trends

Organizations in Indonesia recognize that customer experience is of prime importance in customer life cycle value enhancement. As customer engagement evolves from interactions on disparate channels to proactive and seamless customer journeys, solution providers must embrace integrated contact center capabilities to address this need. Furthermore, the multiple challenges in delivering optimum levels of customer experience (including controlling costs, reducing inefficiencies, and reacting to changing customer preferences) force service providers to focus on flexibility, speed, and highly customized solutions that cater to clients' needs and expectations. For this reason, service providers adopt modern technologies, such as predictive analysis and machine learning to enhance their portfolios, add value, and remain competitive. Frost & Sullivan expects the Indonesian customer experience outsourcing services market to grow at a compound annual growth rate of 9.4% from 2020 to 2027, from \$502.5 million in total revenue (2020) to achieve \$940.2 million in 2027.¹

Visionary Innovation and Customer Impact of Infomedia

Founded in 1984 and headquartered in Jakarta, Indonesia, PT. Infomedia Nusantara (Infomedia) provides business process outsourcing (BPO) solutions and services, helping clients drive top-line growth through customer journey enhancement and increased operational efficiency. As part of the Telkom Group and

¹ Asia-Pacific Customer Experience Outsourcing Services Market, Growth Forecast to 2027, (Frost & Sullivan, November 2021)

with nearly four decades of industry experience, Infomedia takes the forefront in a fiercely competitive contact center outsourcing services market.

In 2021, Frost & Sullivan recognized Infomedia as Company of the Year for its robust portfolio addressing customers' unmet needs and implementing best practices, resulting in a stellar financial performance. Frost & Sullivan remains impressed with the company's continued innovation and sustained innovation leadership.

Demonstrated Leadership through Continuous Product Innovation

Infomedia creates innovative products by implementing new strategies in response to external factors, such as the COVID-19 pandemic's influence on consumer behavior and recent changes in Indonesian labor law and regulations. For example, adjustments to the "Omnibus Law" support workforce productivity and competitiveness by protecting local employees while simplifying expatriate work permits to stimulate the country's Economic Recovery Program. Also, amidst the digital disruption, Infomedia focused on four critical areas (people, process, platform, and place) to transform itself from a legacy customer experience service provider to a digital-first BPO, developing new models and offering superior solutions. The company refined these processes over time, perfecting its approach. As a result, Infomedia's two portfolios, customer relations management (CRM) and shared service operation, advance the client's

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**- Riana Barnard,
Best Practices Research Analyst**

customer journey and accelerate their business value. Infomedia's capabilities span three domains: high-level consulting, cutting-edge technology, and frictionless operations.

Following the success of its first omnichannel platform, the company launched its flagship OmniX platform in 2021. It supports all front- and back-office work processes in sales, marketing, and services. Furthermore, the company collaborates closely with strategic partners (e.g., Kata.ai, Nodeflux, Qicuss, WhatsApp Business, Cisco, and Avaya) to develop its

digital solutions. Unlike its competitors, Infomedia offers a BPO ecosystem that is comprehensive, integrated, and customizable, providing insights based on analytics from all standardized touch point channels with guaranteed service levels. Hence, the company serves businesses holistically through its end-to-end CRM portfolio delivered through multiple channels.

As a market leader, Infomedia's executive team closely monitors emerging market trends and evolving customer demands in the region. Therefore, the company assimilates technology at its core, supporting clients in their digitalization process to create unlimited customer experiences. Specifically targeting key verticals (such as healthcare and banking services) that purposefully drive customer engagement, Infomedia has increased the digital traffic that it manages by almost 50%. With this leadership focus, Frost & Sullivan expects Infomedia to sustain its visionary leadership in the customer experience outsourcing services industry.

Use Case: SEJIWA

Infomedia supported the Indonesian government in launching a call center function, developed and devoted to addressing the population's mental health needs during the COVID-19 pandemic. During the first year of operation, Psychological Services for Mental Health (Sejiwa) handled 4,726 daily calls on average and involved around 162 volunteer psychologists from the Indonesian Psychology Association, aided by 522 other psychologists across the country. Infomedia also introduced additional service channels (such as an artificial intelligence Chatbot system) and played a dynamic role in promoting the service through mainstream and social media. With this initiative, Infomedia demonstrates how it serves the broader society through digitization, accelerating public services in Indonesia.

Guaranteed Satisfaction through End-to-end Customer Service

Infomedia serves clients across various industry verticals, including telecommunications, health, financial services, and food and beverage. As a leading provider of BPO services in Indonesia, Infomedia continues to deliver new customer experiences. As trusted advisors, the company's account management team adds value through consultative selling, strategically addressing the pain points articulated by its clients. Furthermore, the company offers clients essential resources, including educational and training support.

Notably, Infomedia learns and grows with its clients' businesses, strongly influenced by the aspirations and preferences of its customers. Infomedia's operation center helpdesk is pivotal in ensuring that the company delivers the best and most differentiated customer service. Its monitoring capabilities guarantee optimal service implementation, and the company's standardization of complaint handling simplifies the process to improve efficiencies.

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

Infomedia uses client feedback to gauge market needs, guide its product roadmap, and continuously evolve its solutions to maintain its innovative edge. Furthermore, the company conducts surveys and client check-ins to ensure high customer satisfaction, earning an above-industry Net Promoter Score and a customer loyalty level of 89%. It signals that customers tend to repurchase Infomedia's solutions and services (explicitly upgrading the omnichannel license to the OmniX package). As a result, Infomedia reports 13% year-on-year growth (2021) and an impressive increase of 68% in net profit during the same period.

Conclusion

The multiple challenges in delivering optimum levels of customer experience (including controlling costs, reducing inefficiencies, and reacting to changing customer preferences) force service providers to focus on flexibility, speed, and tailored solutions that cater to clients' needs and expectations. PT. Infomedia Nusantara (Infomedia) responds to these market forces by implementing new strategies and creating innovative products to enhance its portfolio, add value, and outperforms competitors. For example, the company recently launched its flagship OmniX platform, which supports all front- and back-office work processes to serve businesses holistically through its end-to-end customer relations management portfolio, delivered through multiple channels. Overall, Infomedia addresses the changes in consumer behavior with a strong leadership focus that incorporates client-centric strategies and exemplifies best practices implementation. Collaborating closely with strategic partners, Infomedia creates a business process outsourcing ecosystem that is comprehensive, integrated, and customizable. The company remains a trusted partner, earning a reputation for offering the best in the customer experience outsourcing services market.

With its strong overall performance, PT. Infomedia Nusantara earns Frost & Sullivan's 2022 Indonesia 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

