

# INFOMEDIA NUSANTARA RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the 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 &amp; 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

### *Demonstrated Leadership through Digital-first Transformation*

Founded in 1984 and headquartered in Jakarta, Indonesia, PT. Infomedia Nusantara (Infomedia) is a digital business process outsourcing (BPO) solutions and services provider. A part of the Telkom Group, the company has nearly four decades of industry experience in contact center outsourcing services. In recent years, driven by rapid digitalization across industries and evolving market needs, Infomedia transitioned into a digital BPO solutions provider to help clients accelerate business growth and drive operational efficiency. The company connects deep-seated domain and operational knowledge with state-of-the-art technology to offer comprehensive digital BPO solutions for customer service and back-office process digitalization. These end-to-end solutions, comprising platform, consulting, and managed services, enable its clients to streamline and optimize their operations, reduce costs, and improve their bottom line.

With its customer relationship management (CRM) platform and services, Infomedia offers a centralized system to integrate and coordinate customer interactions across multiple channels (e.g., social media, call center, email, and mobile messaging), enabling businesses to provide seamless and consistent customer experiences. With marketing, sales, and customer service processes integrated into its OmniX platform, Infomedia enables enterprises to manage all aspects of their businesses, such as handling customer inquiries, launching personalized marketing campaigns, and delivering targeted offers and promotions based on customers' behavior and preferences across multiple channels. Moreover, the company equips its omnichannel solution with the agent anywhere feature, which promotes customer service continuity

(i.e., 24/7 customer support). The CRM platform's analytics capability also allows companies to track business performance, identify areas for improvement, and make data-driven decisions.

Infomedia's shared services operations (SSO) portfolio streamlines business operations with digitalization solutions for human resources (HR), accounting and finance, and procurement. Automating every stage of the process optimizes back-office efficiency, saving time and costs. The company's SSO solutions increase productivity and let businesses focus on their core operations. Overall, Infomedia has achieved 90% digitalization across its product lines, solidifying its leading digital BPO provider position.<sup>1</sup>

### ***Empowering Businesses through Technological Enhancements and Strategic Partnerships***

Infomedia strengthens its market leadership through continuous technological advancement and forging strategic partnerships to offer enterprise-grade solutions, helping customers leverage digital technology to revolutionize their business operations and deliver exceptional customer experiences that drive growth. In 2022, the company intensified its innovation efforts to augment its SSO and CRM capabilities, enhance customer experience, and boost satisfaction. It empowered its OmniX platform with a voice bot,

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**- Krishna Baidya**  
**Senior Industry Director - ICT**

chatbot, digital voice, and Electronic Know Your Customer (eKYC) applications. These advanced conversational tools empower businesses to deliver prompt and efficient customer support, manage a high volume of inquiries, and deliver 24/7 customer service. Additionally, the platform frees agents to handle more complex issues and accelerates customer service by electronically verifying customer identities. All these features work together to enhance customer support, provide convenience, streamline verification processes, and improve customer experiences. Moreover, Infomedia partnered with Meta to integrate its OmniX

platform with Whatsapp Business, allowing clients to leverage the widely preferred communication platform for customer engagement.<sup>2</sup> The company persists in elevating its omnichannel core capabilities; it is currently working on developing its platform's intelligence and efficiency through artificial intelligence (AI) and automation.

Infomedia also made significant progress in expanding its SSO portfolio in 2022. The company prioritized building its strengths to reach a broader market, aiming to become a leading SSO provider. It heavily invested in real estate and platform and managed service solutions development, successfully launching 20 platforms and 13 managed service solutions. Moreover, it recently unveiled a new learning management system within its HR portfolio.

<sup>1</sup> PT Infomedia Nusantara. (2022). (rep). Annual Report 2022 PT Infomedia Nusantara (pp.35)

<sup>2</sup> [https://jogja.tribunnews.com/2023/02/20/infomedia-siap-gaet-pasar-enterprise-setelah-gandeng-whatsapp#google\\_vignette](https://jogja.tribunnews.com/2023/02/20/infomedia-siap-gaet-pasar-enterprise-setelah-gandeng-whatsapp#google_vignette)

As a result, Infomedia reported a 56% increase in digital CRM traffic, driven by ongoing platform development and increased digital services engagement in various industries such as telecommunications, finance, energy, and transportation. Its SSO portfolio also experienced a 341% increase due to significant trade growth in HR (512%) and procurement (159%).<sup>3</sup> With a legacy of market leadership, the company's compelling value proposition underpins its sustained success.

### ***A Customer-centric Approach Driving Unmatched Client Experience***

Infomedia's solutions go beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation supporting its customers' path toward its objectives. Infomedia meets with customers to assess their needs, developing compelling business cases demonstrating its CRM solution's capability to integrate with their core business processes seamlessly. This foundational approach, with the assurance of frictionless operations, establishes ongoing trust with customers for long-lasting relationships throughout the service lifecycle. For example, in 2022, Infomedia impressed a former customer, Indonesian unicorn Bukalapak by demonstrating its OmniX platform's integration of marketing, sales, and customer service business processes on a single platform, thus regaining the account.

Furthermore, Infomedia successfully conducted a digital joint recruitment exercise for the second year for Badan Usaha Milik Negara (State Owned Enterprises) within three months, using its SSO HR solution. The end-to-end process, from job postings, interview reminders, and candidate selection to interviews, was managed by the company with the assistance of AI, chatbots, and automation. The recruitment garnered over 1.3 million registrants and 644,825 applicants, resulting in 805 potential employees moving on to the final stage.<sup>4</sup>

As a leading digital BPO provider, Infomedia recognizes the significance of upholding good governance policies and practices to guarantee its clients' data security, adherence to high-quality standards, and ethical practices. In 2022, it implemented ISO 27001: 2013 (Information Security Management Systems), ISO 37001: 2016 (Anti-Bribery Management Systems), and ISO 9001:2015 (Quality Management System) to demonstrate its commitment to transparency, accountability, and ethical behavior within its organization.<sup>5</sup>

With its customer-centric corporate philosophy, Infomedia operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's regular practices, such as independent and internal customer surveys. Its customer success team, which comprises account managers and operations personnel, collaborates closely to support clients proactively. The team evaluates customer satisfaction, identifies needs, and utilizes its extensive domain knowledge to address issues and find solutions. As a result, it achieved a Net Promoter Score of 76 and a perceived service index of 5.05 in 2022.<sup>6</sup>

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<sup>3</sup> PT Infomedia Nusantara. (2022). (rep). Annual Report 2022 PT Infomedia Nusantara (pp.97)

<sup>4</sup> PT Infomedia Nusantara. (2022). (rep). Annual Report 2022 PT Infomedia Nusantara (pp.36)

<sup>5</sup> <https://www.tribunnews.com/bisnis/2023/01/17/pertumbuhan-bisnis-lampau-target-anak-usaha-telkom-ini-bidik-beragam-industri-di-2023>

<sup>6</sup> Ibid.

Infomedia strengthens and develops its agents' CRM expertise to promote customer satisfaction. It invests heavily in training and certification programs to improve its employees' capabilities (i.e., consultative and digital skills). In 2022, in collaboration with established training institutions, it organized 39 training programs (31 consultative and eight digital training sessions) and 20 certification programs (13 consultative and seven digital certification sessions). In 2023, the company plans to intensify its training and development efforts to strengthen its position as a digital BPO leader by offering employees automation, analytics, and AI programs. It also focuses on enhancing its agents' consulting capabilities by providing training on industry knowledge, business skill, and the latest technology. In addition, Infomedia offers leadership development programs to encourage the development of future leaders in the company, equipped with business acumen, business, and people management skills, extensive product knowledge, and technical skills to lead it into the future. Infomedia plans to organize 83 training and certification programs in 2023.<sup>7</sup>

### **Positioned for Growth**

Infomedia demonstrates high-growth potential. The company is well-positioned in the market, with industry-leading solutions and services that provide tremendous value in high-demand sectors. In 2022, it generated \$250 million in revenue, recording 15% growth in earnings before interest, taxes, depreciation, and amortization and 42% in net income from 2021.<sup>8</sup> The company's impressive growth momentum and trajectory are a testament to its customer-centric approach, exceptional market-driven solutions and services, and rapid operations deployment, earning its clients' trust and loyalty and enabling it to capture more market share. Over the years, it has added a range of customers to its established base,

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**- Rubini Kamal**  
**Best Practices Research Analyst**

gaining traction in various industry segments. In 2022, driven by its comprehensive CRM and SSO solutions, robust multi-channel marketing efforts, and consultative selling, Infomedia gained 35 new customers from the banking, healthcare, logistics, public sector, and e-commerce verticals.

For its next conquest, Infomedia has set its sights on building its external market presence to increase its profitability outside the Telkom Group.<sup>9</sup> The company aims to expand beyond the telecommunications sector (its primary customer segment) by focusing on other potential industries by leveraging its established presence in various verticals and strength in

consultative selling. Among its growth strategies is to assist small and medium enterprises (SMEs) in promoting excellent customer experiences and spur business growth with its OmniXLite solution (formerly Haloka). A comprehensive mobile interaction tool, OmniXLite enables SMEs to manage multi-channel

<sup>7</sup> PT Infomedia Nusantara. (2022). (rep). Annual Report 2022 PT Infomedia Nusantara (pp.85-86)

<sup>8</sup> PT Infomedia Nusantara. (2022). (rep). Annual Report 2022 PT Infomedia Nusantara (pp.36)

<sup>9</sup> <https://www.beritasatu.com/ekonomi/1035778/infomedia-kantongi-pendapatan-rp-37-triliun-pada-tahun-2022>

customer interaction 24/7, all on one platform. It is also developing a web store targeted at SMEs to promote product accessibility.

Additionally, as an ongoing initiative, Infomedia organizes industry-targeted events (e.g., its SiPintar webinar in 2022) to showcase its expertise and industry knowledge and share valuable information and insights on the BPO market. Besides establishing its market leadership, the company employs these events to connect with target customers, build brand awareness, and generate leads. With its unmatched solutions and services, Frost & Sullivan believes Infomedia is well-positioned to drive the customer experience outsourcing services space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

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Driven by rapid digitalization across industries and evolving market needs, PT. Infomedia Nusantara (Infomedia) transitioned into a digital business process outsourcing solutions provider to help customers revolutionize their business operations and deliver exceptional customer experiences. In 2022, the company bolstered its market leadership legacy with a continued focus on technological advancement and forming strategic partnerships to offer enterprise-grade customer relationship management (CRM) and shared services operations (SSO) solutions. It intensified its innovation efforts, adding voice bots, chatbots, digital voice, and Electronic Know Your Customer (eKYC) applications to its OmniX platform (i.e., CRM platform) to enhance customer support and streamline verification processes. Infomedia also partnered with Meta to integrate its OmniX platform with Whatsapp Business. Moreover, Infomedia expanded its SSO portfolio, developing and successfully launching 20 new platforms and 13 managed services solutions.

The company continuously demonstrated its customer-centric approach in its regular independent and internal customer surveys and its customer success team's close collaborations to support clients proactively. Additionally, Infomedia invested significantly in improving its employees' capabilities through training and certification programs, focusing on consultative and digital skills. It also implemented ISO certifications to demonstrate its commitment to transparency, accountability, and ethical behavior. Through its multiple efforts, Infomedia has gained traction in various industry segments, adding 35 new customers in 2022 across verticals.

With its strong overall performance, PT. Infomedia Nusantara earns Frost & Sullivan's 2023 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

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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

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

