



**20  
25**

**CUSTOMER  
VALUE LEADER**

*Maximizing the Price/Performance ROI for Customers*

*RECOGNIZED FOR BEST PRACTICES IN THE  
SINGAPORE CONTACT CENTER TECHNOLOGY  
SERVICES INDUSTRY*

## Table of Contents

---

<b>Best Practices Criteria for World-class Performance</b>	<b>3</b>
Redefining Contact Centers Through Scalable, Responsible AI	3
Innovating Public Service CX: NCS Powers MOM Contact Center with Generative AI	4
Leading CX Transformation for Growth Through AI-driven Innovation	5
Accelerating ROI Through Co-Creation and Value-centric Innovation	6
Empowering People, Elevating Brand: NCS's Human-centered AI Ethos	6
<b>Conclusion</b>	<b>7</b>
<b>What You Need to Know about the Customer Value Leadership Recognition</b>	<b>8</b>
<b>Best Practices Recognition Analysis</b>	<b>8</b>
Business Impact	8
Customer Impact	8
<b>Best Practices Recognition Analytics Methodology</b>	<b>9</b>
Inspire the World to Support True Leaders	9
<b>About Frost &amp; Sullivan</b>	<b>10</b>
The Growth Pipeline Generator™	10
The Innovation Generator™	10

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. NCS excels in many of the criteria in the Singapore contact center technology services space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

The Transformation of the Contact Center Technology Services Industry

In an experience-centric world, organizations struggle to keep up with soaring customer expectations for personalized, proactive, and frictionless engagement across their preferred channels. Increasingly, organizations in the Asia-Pacific region recognize customer experience (CX) as a key competitive advantage and driver of sustainable business growth. Furthermore, they increasingly focus on seamless experiences throughout all interactions with clients.

Contact center technology service providers are changing to meet organizations’ changing needs. At the core of this change is the integration of advanced technologies such as generative AI, real-time analytics, and intelligent automation. Traditional voice-centric models are being augmented by dynamic, omnichannel engagement hubs that prioritize personalized, proactive, and context-aware interactions. This shift is not just operational; it is part of a broader transformation of customer experience in which AI copilots empower agents, routine tasks are automated, and every customer interaction is driven by insights. This leads to an agile, scalable, human-centered service architecture that enhances both client satisfaction and industry-wide operational efficiency.

Redefining Contact Centers Through Scalable, Responsible AI

NCS is a leading technology services firm with a growing presence across Asia Pacific. Combining more than four decades of expertise and regional insight, the Singapore-headquartered firm provides scalable outcomes for government, telco, and enterprise clients across industries and geographies.

Frost & Sullivan finds that NCS empowers organizations to reimagine CX by embedding generative AI, conversational automation, and knowledge-augmented resources into the customer's existing service functions. The company does so by leveraging its modular AI accelerators and deep expertise in enterprise integration. Its notable work with marquee clients in the region shows how AI can drive quantifiable efficiency gains, personalization, and service quality, elevating NCS as a reliable partner in the region's CX innovation journey.

The company's differentiated value proposition is anchored on local expertise, scalable innovation frameworks, and proven operational impact. Its approach is rooted in solving complex CX challenges through the responsible application of analytics, AI, automation, and data-driven orchestration. Instead of providing point solutions, NCS emphasizes building integrated platforms that blend empathy and thoughtful design with intelligent technologies to reimagine customer engagement and deliver meaningful experiences.

A crucial component of NCS's value proposition is its modular AI accelerator framework, which allows the rapid rollout of transformative capabilities across industries. These accelerators—Conversational AI, Knowledge Augmented AI, Agentic AI, and GenAI Scale—are foundational blocks for building customized, context-aware contact center solutions. With these pre-built parts in place, NCS is able to shorten implementation time, reduce technical debt, and ensure that AI solutions are performant yet adaptable to evolving customer needs and regulatory environments.

The company's strong enterprise integration capabilities stand out in enabling organizations to embed AI into legacy environments without disrupting critical service operations. This integration-first approach is crucial for regulated industries like public services, where compliance, data sovereignty, and operational continuity are paramount. NCS ensures that AI deployment complements existing workflows, enhances agent productivity, and augments—rather than replaces—the human touch in customer interactions.

Another value driver is NCS's co-creation and delivery model, structured around collaborative engagement via its Tesseract Innovation Centre. Clients are guided from use case discovery through agile prototyping and real-world validation, ensuring solutions are aligned with strategic business outcomes. This iterative, hands-on approach creates stakeholder confidence, drives adoption, and fosters a sense of ownership of the AI transformation journey.

Crucially, NCS combines technology delivery with an emphasis on responsible and inclusive innovation. As a core partner in Singapore's AI governance ecosystem, including its work with AWS in the GenAI Centre of Excellence for Public Good and participation in the IMDA Global Assurance Pilot, NCS embeds ethical AI practices into its solutions. It actively addresses challenges such as data privacy, model transparency, and bias mitigation, ensuring its contact center technologies are powerful and trusted.

### **Innovating Public Service CX: NCS Powers MOM Contact Center with Generative AI**

Frost & Sullivan recognises NCS's leadership in implementing innovative solutions within the Singapore Ministry of Manpower's (MOM) Contact Centre, setting a benchmark for customer-centric, operational efficiency, and sustainable AI deployment. The project demonstrates the power of AI applied purposefully to enhance customer experience and optimise service delivery at scale.

MOM Contact Centre handles enquiries on manpower, workplace and employment-related issues. NCS deployed an integrated generative AI solution built on Amazon Bedrock and orchestrated through its Ins8.ai platform, combining speech recognition, intelligent call summarization, and real-time agent assistance. The system was tailored to MOM's operational context, including:

- A custom speech-to-text engine trained to recognize Singaporean and regional accents
- Generative AI summarisation using Claude Instant for near-instant, high-fidelity call summaries

NCS's impact on operational performance is demonstrable. Its speech-to-text engine achieved 95% accuracy in understanding Singaporean and regional accents. The use of Claude Instant LLM for call summarization with 99% accuracy, saw a 10% reduction in average handling time (AHT) and a >50% reduction in after-call administrative work.

### Leading CX Transformation for Growth Through AI-driven Innovation

NCS's approach to customer value creation is anchored in a two-pronged strategy: transforming its internal capabilities (AI Inside) and delivering repeatable, high-impact solutions to clients (AI Outside). This dual model ensures that innovation is not only developed but also embedded across the organisation. Internally, NCS has empowered its 13,000-strong workforce with proprietary tools such as NCSgpt, a secure, enterprise-grade assistant trained in organizational knowledge, and is actively building a community of 3,000 AI practitioners and 300 AI specialists. This investment ensures that AI innovation is sustainable, grounded in expertise, and ethically deployed.

*"NCS's approach to customer value creation is anchored in a two-pronged strategy: transforming its internal capabilities (AI Inside) and delivering repeatable, high-impact solutions to clients (AI Outside). This dual model ensures that innovation is not only developed but also embedded across the organisation."*

**– Krishna Baidya,  
Senior Director  
ICT Practice, Asia-Pacific**

Externally, NCS has developed a suite of AI accelerators—modular, reusable components that reflect core human cognitive capabilities. These include Conversational AI, Knowledge-Augmented AI, GenAI@Scale, Agentic AI, Video Intelligence, and IoT/Digital Twin. These accelerators serve as building blocks for Industry Business Solutions (IBS), enabling rapid deployment of AI-infused customer support, advisory, and automation capabilities across verticals. Whether in citizen services, job coaching, financial advisory, or smart surveillance, NCS's IBS framework ensures that innovation is scalable, contextualized, and embedded into operations.

NCS's collaboration with AWS in launching the Generative AI Centre of Excellence (CoE) for Public Good is a noteworthy validation of its leadership role in responsible AI. This effort supports the co-development of scalable, regulation-compliant AI solutions across public sector domains, including citizen engagement, healthcare, and public safety. Moreover, NCS's participation in Singapore IMDA's Global Assurance Pilot helps shape local methodologies for responsible AI testing. These ecosystem linkages amplify the company's ability to deliver not just technology but trust, governance, and long-term resilience.

Its broader roadmap—including applications in virtual career coaching, wealth advisory, and infrastructure safety—indicates strong horizontal growth potential across public and private sectors in the region.

### **Accelerating ROI Through Co-Creation and Value-centric Innovation**

NCS delivers exceptional value by blending technological innovation with a deeply collaborative delivery approach. Its solutions strike an optimal balance between proprietary capabilities and openness to external ecosystems, selecting the most suitable LLMs, platforms, and orchestration layers to align with client-specific objectives. This vendor-agnostic model reduces lock-in risks while providing clients with high-performance, future-ready AI deployments. NCS provides quick time-to-value via its accelerator framework, enabling advanced innovation to be accessible and scalable for organizations in all stages of digital maturity.

Just as compelling is NCS's co-creation approach, based on structured, hands-on experiences in its Tesseract Innovation Centre. From discovery to iterative prototyping and enterprise-wide rollouts, NCS empowers clients to actively shape their AI journey to ensure solutions are fit-for-purpose and internalized. This approach is shown in the Singapore MOM's contact center transformation, where AI augments - not replaces - human agents to enable them to deliver empathy-driven, high-touch experiences while simplifying backend tasks. As a result, NCS redefines innovation as a shared journey that delivers quantifiable ROI and ownership.

### **Empowering People, Elevating Brand: NCS's Human-centered AI Ethos**

NCS's approach to human capital goes beyond conventional training programs; it is rooted in a cultural transformation that places people at the heart of technological advancement. Recognizing that sustainable innovation relies on workforce agility, NCS makes continuous learning an ongoing strategic priority, embedding AI literacy, ethical AI principles, and domain-specific knowledge into the fabric of its operations. Its talent development model blends formal certification pathways with hands-on learning to ensure employees not only adopt AI tools but also shape how they evolve in real-world contexts. This internal alignment leads to better client engagement and greater trust in AI-driven service delivery.

This particular emphasis on the empowerment of people is now a central tenet of NCS's identity. As organizations in Asia Pacific grapple with the complexities of digital transformation, NCS is increasingly recognized for its unique ability to harmonize technological advancement with human insight. Its reputation is bolstered by its visible leadership in AI governance, regional collaboration, and high-impact CX technology deployments. Instead of being seen as a vendor delivering just specialized solutions, NCS has cultivated brand equity as a forward-thinking strategic partner that enables responsible innovation and resilient and long-term value creation for both enterprises and society.

As a testament to its public sector leadership and cloud innovation, NCS was named the AWS APJ Public Sector Consulting Partner of the Year at AWS re:Invent in 2024. Selected from over 140,000 global AWS partners, this recognition reflects NCS's excellence in delivering cloud-based, AI-powered solutions that modernize operations across the region's government, healthcare, education, and nonprofit sectors.

## Conclusion

---

NCS offers a compelling and comprehensive value proposition in the contact center services space: scalable AI-powered platforms, deep integration expertise, agile co-creation, and a steadfast commitment to responsible innovation. By delivering measurable business outcomes while enhancing human-centric service experiences, NCS has set a new standard for what it means to create value in the era of generative AI. This positions NCS not merely as a vendor but as a strategic partner, enabling organizations to modernize customer engagement and future-proof their CX operations across the region.

With its strong overall performance, NCS earns Frost & Sullivan's 2025 Singapore Customer Value Leadership Recognition in the contact center technology services industry.

## What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Business Impact

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

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

#### Customer Impact

**Price/Performance Value:** Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®



## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners

<http://www.frost.com>.

is fuelled by the Innovation Generator™.

[Learn more.](#)

**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



broadest range of innovative growth opportunities  
of which occur at the points of these perspectives.

### **Analytical Perspectives:**

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

