

Essay

IntouchCX has been a global leader in customer experience management solutions for over 20 years. We deliver exceptional results for global brands through automation tools, innovative technology, and by staying ahead of the competition.

Board Leadership: At IntouchCX, our clients' and customers' satisfaction is the cornerstone of our business. Our APAC and Africa teams are leading the way in customer satisfaction efforts by ensuring our clients, their brands, and customers are at the forefront of our initiatives.

Dishant Bhojwani, IntouchCX's Global Chief Operating Officer (COO) with a focus on APAC and Africa, has led strategic acquisitions, strengthened the leadership team, won new clients, and created a world-class working environment, all leading to growth in company revenue of 67.5% in India, 64.4% in the Philippines in two years, and an overall regional revenue growth of 185% as of December 2023.

With 22 campuses across the world, we have recently expanded our global footprint to Malaysia and Egypt. Our expansion into Kuala Lumpur, Malaysia has positioned the country as our Pan-Asian language hub. With a culturally-fit workforce, world-class infrastructure, and linguistic expertise in multiple Asian languages, Malaysia is an ideal location for serving our clients in the region. The leadership decision to expand in Cairo, Egypt, with the creation of 500 high-value jobs in 2024, was particularly significant as the city is geographically located near three continents and also boasts a diverse workforce and exceptional talent.

The APAC and Africa leadership team has also taken strategic steps to further strengthen our presence in other key APAC regions. We opened a third campus in the Philippines, located in Clark, to better serve the growing demands of our clients and expanded our state-of-the-art campus in Hyderabad, India, by opening a second LEED Platinum certified site. IntouchCX previously acquired Goodbay Technologies, a company with a Center of Excellence (COE) in Bengaluru, India.

Organizational Management: One of our key organizational goals for the APAC and Africa leadership has been to develop and retain a high performing and resilient workforce. We constantly evaluate our people, processes, tools, and programs to ensure we are not only delivering the highest performance standards, but also bringing new value-added solutions for our clients.

The retention strategy for APAC has driven down attrition significantly to 5-6% from over 9%. This has been possible because of the employee development initiatives undertaken by the management:

Increased focus on tracking of attrition, looking at both data sets from HR and Workforce/Operations

Institution of an Early Warning System - identifying those at high or moderate risk of attrition, activating immediate leaders to employ customized and personalized action plans to address dissatisfaction, work performance concerns, etc.

Implementation of regular, structured FGDs (Focused Group Discussions) to better isolate and understand employee's concerns and factors that are causing attrition. These helped validate initial findings and streamline action plans

Improved communication and awareness of company initiatives and updates through town hall-type meetings, more efficient propagation, and better channels in disseminating important updates and advisories

In cases of ramp-down or sunset of accounts, successful efforts in rehoming employees to other programs.

Hiring and Employee Development: Our leaders in the APAC and Africa have always focused on revolutionizing how we use AI for both our employees and clients, reengineered how we train and upskill our teams, and ensured we are invested in their continued growth and development. Our employee headcount has nearly tripled from 6,000 to 16,000 in three years - with more growth slated across the geographies.

In order to continue our rapid growth, we have focused on ensuring that our talent acquisition strategy focuses on strong digital sourcing capabilities in addition to employee referrals. We are redefining the world of customer experience through our technology and our people.

For this category please provide

An essay of up to 625 words describing the nominated executive's or management team's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the innovative achievements in at least three (3) of the following areas: organizational management, board leadership, brand leadership, business recovery, financial management, growth management, hiring & employee development, investor relations, leadership development, and the promotion of innovative practices.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://www.linkedin.com/in/dishant-bhojwani-616b4932/> (<https://www.linkedin.com/in/dishant-bhojwani-616b4932/>)

URL 2

<https://www.intouchcx.com/thought-leadership/intouchcx-announces-expansion-to-malaysia/> (<https://www.intouchcx.com/thought-leadership/intouchcx-announces-expansion-to-malaysia/>)

URL 3

<https://www.martechcube.com/intouchcx-announces-expansion-into-egypt/> (<https://www.martechcube.com/intouchcx-announces-expansion-into-egypt/>)

URL 4

<https://ians.in/pr-wire-detail/intouchcx-to-create-500-new-jobs-in-cairo-10-01-2024> (<https://ians.in/pr-wire-detail/intouchcx-to-create-500-new-jobs-in-cairo-10-01-2024>)

URL 5

<https://www.intouchcx.com/thought-leadership/hyderabad-campus-leed-certified-for-green-initiatives/> (<https://www.intouchcx.com/thought-leadership/hyderabad-campus-leed-certified-for-green-initiatives/>)

URL 6

<https://www.rwbaird.com/transactions/investment-banking/dealcard/5887/> (<https://www.rwbaird.com/transactions/investment-banking/dealcard/5887/>)

URL 7

<https://timesofindia.indiatimes.com/business/india-business/intouchcx-redefining-customer-experience-cx-through-their-technology-and-their-people-/articleshow/106226159.cms?from=mdr> (<https://timesofindia.indiatimes.com/business/india-business/intouchcx-redefining-customer-experience-cx-through-their-technology-and-their-people-/articleshow/106226159.cms?from=mdr>)

URL 8

<https://www.intouchcx.com/thought-leadership/category/resources/> (<https://www.intouchcx.com/thought-leadership/category/resources/>)

URL 9

<https://www.intouchcx.com/differentiators/our-leadership/> (<https://www.intouchcx.com/differentiators/our-leadership/>)

URL 10

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree