

## Tech Mahindra Business Process Arm Recognized as a 'Leader' in NelsonHall 2020 NEAT Evaluation

*Technology*

*Author : mahindraadmin Category : Technology Published : 12/8/2020*

*Recognized for Customer Experience in Telecom and Media Industry  
Delivering customized experience through stack of proprietary platforms and  
frameworks in analytics, automation, and agent augmentation*

**New Delhi – December 8, 2020:** Tech Mahindra, a leading provider of digital transformation, consulting and business re-engineering services and solutions announced today that its Business Process Outsourcing arm has been recognized as a 'Leader' in NelsonHall 2020 NEAT Evaluation (NelsonHall Vendor Evaluation and Assessment Tool). Recognized for its *Customer Experience services in Telecom and Media* industry, Tech Mahindra has been delivering customized experience through stack of proprietary platforms and frameworks in analytics, automation, and agent augmentation.

NelsonHall, the leading global IT (Information Technology) and business process services research and analysis firm, has also acknowledged Tech Mahindra for delivering innovation, customized user experience (UX), transformation and digital content production through in-house agencies including BIO, BORN Group and Mad\*Pow. Additionally, Tech Mahindra has also been positioned as a "Leader" in 2 out of 3 market segments of the respective NEAT evaluation "CX Improvement Focus" and "Cost Optimization". It has also been identified as a 'High Achiever' in the

“Revenue Generation” segment.

**Ritesh Idnani, President, Business Process Services, Tech Mahindra, said,** *“Customer experience is at the core of our business strategies and Tech Mahindra has been consciously taking efforts to build such skills to enable clients in achieving superior business outcome. Telecom and Media is one of our largest business verticals and being positioned as “Leaders” by NelsonHall in their recent report, reflects on the transformational work done for our respective clients based on our AAC (Automation, Analytics and Consulting) model. In line with our TechMNxt charter, the acknowledgement also highlights the synergy between Tech Mahindra and our portfolio companies (BORN Group, BIO Agency and Mad\*Pow) in terms of collaboration and delivery of our digital & technology driven solutions.”*

The NelsonHall NEAT helps sourcing managers save time and money while enhancing the quality of their sourcing decisions in business process and IT outsourcing. The NEAT sits at the front-end of the vendor screening process and consists of a two-axis model: assessing vendors against their "ability to deliver immediate benefit" to buy-side organizations and their "ability to meet future client requirements".

**Ivan Kotzev, Lead CX Services Analyst with NelsonHall, said,** *“With telecom clients demanding a shift to self-service and next-gen automation, Tech Mahindra BPS offers a combination of domain-specific IT expertise with deep CX sub-process knowledge. Its capabilities in digital consulting, brand experience management, and customer behavior insights positions it very well to deliver the hyperdigital customer support of tomorrow.”*

Tech Mahindra Business Process Services provides next-generation digital CX and back office services across multiple industries, which include Communication, Media & Entertainment, Retail & Consumer Packaged Good (CPG), Healthcare & Life Science, Banking & Financial Services,

Transport, Hospitality & Logistics and Manufacturing & Utilities. The approach is to understand the customer's world, and partner more collaboratively to increase business value, deliver transformational benefits, bring in efficiency drivers through platform-based solutions, automation via robotics and artificial intelligence, and ultimately focus on helping them gain success in an increasingly digital and disruptive world. As part of the TechMNxt charter, Tech Mahindra has a deep focus on leveraging cutting-edge technologies to deliver enhanced experience to the customers and address real world problems that can meet the evolving and dynamic needs of customers.

### **About NelsonHall**

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, all-original research, and is widely respected for the quality, depth, and insight of its analysis.

### **About Tech Mahindra**

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.9 billion company with 118,390+ professionals across 90 countries, helping over 930 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a

number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

We are part of the USD 21 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

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**For more information on Tech Mahindra, please contact:**

**Abhilasha Gupta, Global Corporate Communications and Public**

**Affairs**

**Email: [media.relations@techmahindra.com](mailto:media.relations@techmahindra.com);**

**[Abhilasha.Gupta@TechMahindra.com](mailto:Abhilasha.Gupta@TechMahindra.com)**

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