

Tech Mahindra Recognized as a Leader in Gartner 2021 Magic Quadrant for Customer Service BPO

Technology

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Positioned Tech Mahindra for its Business Process Arm as a Leader in the Gartner Magic Quadrant research based on its ability to execute and completeness of vision

New Delhi – March 03, 2021: [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business reengineering services and solutions, announced today that it has been recognised as a Leader in Gartner 2021 Magic Quadrant for customer service BPO. Tech Mahindra for its Business Process Arm has been positioned as a Leader in the analysis based on its ability to execute and completeness of vision.

Tech Mahindra's BPS business has been growing ahead of the industry by leading the Customer Experience market and challenging the middle and back-office markets through hyper-automation. Through its strategy of creating human-centred experiences, Tech Mahindra uses artificial intelligence, automation and analytics to drive superior business outcomes for its customers while reducing total ownership costs. Tech Mahindra, through its, new-age platforms like [M. AI. A](#) and [SeeR](#), is helping predict, personalise and disrupt the way customers are serviced. Tech Mahindra is leveraging its partner ecosystem effectively to bring the best of breed omni-channel solutions across verticals, resulting in this leadership position.

Ritesh Idnani, President, Business Process Services, Tech Mahindra, said, *“The CX industry is rapidly evolving, and our objective at Tech Mahindra is to help our clients provide human-centred experiences, across channels, anytime and every time. I believe being positioned as a Leader in Magic Quadrant for Customer Service BPO reflects the strong relationships we have with our customers. I would like to take this moment to thank our esteemed customers, appreciate our partners and applaud our teams for their unending support throughout.”*

As part of NXT.NOW framework, which aims to enhance 'Human Centric Experience', Tech Mahindra focuses on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of the customer.

To learn more on why Tech Mahindra (Business Process Arm) has been recognised as a Leader, download a complimentary copy of the report here:

<https://www.gartner.com/reprints/tech-mahindra?id=1-25BWX1E6&ct=210226&st=sb>

Source : * Gartner, Magic Quadrant for Customer Service BPO, Deborah Alvord et al., 9 Feb 2021

**Gartner Research Methodologies, Magic Quadrant

<https://www.gartner.com/en/research/methodologies/magic-quadrants-research>

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About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise. We are a USD 5.2 billion organisation with 121,900+ professionals across 90 countries, helping 997 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies, including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers. Tech Mahindra is one of the fastest-growing brands and amongst the top 15 IT service providers globally. Tech Mahindra has consistently emerged as a leader in sustainability and is recognised amongst the '2021 Global 100 Most sustainable corporations in the World' by Corporate Knights. With the NXT.NOW framework, Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies from a robust portfolio of companies. We

aim at delivering tomorrow's experiences today and believe that the 'Future is Now'.

We are part of the Mahindra Group, a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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