

Tech Mahindra launches Navixus™ to help customers increase productivity and generate revenue through digital transformation

Technology

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New business unit combines strengths of Tech Mahindra and recently acquired, Eventus Solutions Group, enabling customers to navigate digital crossroads

New Delhi, December 7, 2023: [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business re-engineering solutions, has today announced the launch of a new business unit Navixus™, within Tech Mahindra Business Process Services (BPS). Navixus™ will combine Tech Mahindra's Business Process Services' automation, analytics, and consulting with Eventus' customer experience (CX) and transformation capabilities to offer a holistic digital transformation suit to customers.

Navixus™ offers a suite of expanded and enhanced capabilities, including consulting, operational excellence, intelligent automation, generative artificial intelligence, CX technologies. The new business unit will also provide Contact Center as a Service (CCaaS), advanced analytics, managed services, and will guide customers from optimisation to transformation. According to industry reports, while nine in ten large companies globally have a digital and artificial intelligence transformation underway, they have only captured 31% of the expected revenue lift and

one quarter of expected cost savings from the effort. To tackle this, Navixus™ will assist businesses in addressing the challenges arising from heightened customer expectations, omnichannel interactions, budget constraints, and inefficient processes across various industries.

Birendra Sen, Business Head, Business Process Services, Tech

Mahindra, said, “Today many enterprises are grappling with the challenges associated with adapting evolving technologies, ensuring robust data security, addressing skill gap, managing complex transformations, and navigating an extremely dynamic marketplace. Navixus™ aims to partner with our customers in this journey through a consulting-led approach and value-accretive suite of offerings that helps them continually deliver superior experiences.”

The new business unit, led by Tech Mahindra’s consulting experts with decades of experience, will offer invaluable insights from global implementations and integration with major CX technology providers. Navixus™ will act as a complete digital transformation suite that caters to a customer’s future goals by unifying every transformative technology and offering, bringing together all capabilities under one roof. This will empower Tech Mahindra’s customers with future ready business capabilities that has a strong emphasis on customer centricity.

Rob Rutledge, Business Unit Head of Navixus™ and CEO, Eventus,

said, “The pace of change required for our clients to remain competitive and exceed the increasing demands of their customers has never been greater. Companies need to evolve and automate or be replaced by those who proactively modernise their operations. Navixus™ will provide customers the experience from global implementations and the integration of nearly every major CX technology provider.”

Eventus, a key player in providing comprehensive customer engagement solutions including strategy consulting, cloud-based tools, and managed services, was acquired by Tech Mahindra with the aim of augmenting its consulting-led front office solutions and move up as a valuable BPS partner. Navixus™ aligns with this vision, further enabling Tech Mahindra to deliver industry leading digital-first solutions to its global customers.

About Eventus

At Eventus Solutions Group, we have been reinventing the customer experience. We help enterprise-level companies solve the most complex customer experience (CX) and contact centre problems—equipping them with the strategies, technologies, cross-platform analytics, and fresh thinking they need to delight their customers and meet the challenges of today’s new “Age of the Customer.” In fact, when our competitors falter, companies turn to us for creative solutions and clarity. And to connect clients’ bewildering array of operational, contact centre and marketing software, we built IntelligenceHub, a unified data and analytics platform. For organisations that want to optimise the way customers interact with your firm, Eventus Solutions Group delivers a better experience every time.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ billion organisation with 148k+ professionals across 90 countries helping 1250+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive the HRH The Prince of

Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and among the top 7 IT brands globally in brand strength with AA+ rating. With its NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. It aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology, and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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