# Tech Mahindra Business Process Arm Recognized as a 'Leader' in NelsonHall 2019 NEAT Evaluation

*Technology*

*Author : mahindraadmin  Category : Technology  Published : 10/25/2019*

*Recognized for Customer Experience Services in Retail and Consumer Packaged Goods (CPG) industry*

*Highlighted experience in personalization and customization with retail clients and investments in customer-facing automation through strategic partnerships*

**New Delhi - October 25th, 2019:** 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' for its Customer Experience (CX) services in Retail and Consumer Packaged Goods (CPG) industry by NelsonHall's 2019 NEAT (NelsonHall Vendor Evaluation and Assessment Tool).

NelsonHall, the leading global IT (Information Technology) and business process services research and analysis firm, has particularly acknowledged Tech Mahindra BPS for its experience in personalization and customization with retail clients, investments in customer-facing automation through strategic partnership and IP (Intellectual Property), dedicated analytics models, and significant experience in seasonal and peak support with

multishore examples.

***Ivan Kotzev, Lead CX Services Analyst with NelsonHall, said,*** *"Tech Mahindra Business Process Services' proactive service management, investments in self-service, and experience in delivering personalized interactions are well suited for retail and CPG clients. Retail and CPG companies have no choice but to rapidly advance their digital CX through the adoption of real-time analytics and intelligent automation".*

Tech Mahindra BPS has been recognized as a 'Leader' in two out of three key market segments of the NEAT Evaluation – "CX Improvement Focus" and "Cost Optimization Focus". It has been identified as a 'High Achiever in the "Revenue Generation Focus" segment.

***Ritesh Idnani, President, Business Process Services, Tech Mahindra, said,*** *"Customer experience is a key boardroom priority, and Tech Mahindra has been enabling clients in achieving superior business outcomes through the same. We are happy to be recognized by NelsonHall as a 'Leader' in Customer Experience (CX) services for Retail& CPG, reflecting the significant maturity in our offerings for respective vertical. This is a testament of the digital transformational work done by well-trained and digitally enabled associates, strategic amalgamation of new generation technologies like Analytics, Intelligent Automation and Artificial Intelligence, and a strong partnership ecosystem with leading technology providers."*

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".

Tech Mahindra Business Process Services provides Next Gen Digital CX & Back Office services across multiple industries, which include Communication, Media & Entertainment, Retail & CPG, Healthcare & Life Science, Banking & Financial Services, Transport, Hospitality & Logistics and Manufacturing & Utilities. As part of its TechMNxt charter, Tech Mahindra continues to focus on leveraging next gen technology to provide for customer's evolving and dynamic needs.

**About NelsonHall**

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in IT and business services. 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 125,700+ professionals across 90 countries, helping 941 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.

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

**Tuhina Pandey, Global Corporate Communications**

Email: media.relations@Techmahindra.com;

Tuhina.Pandey@TechMahindra.com

Tags :

Leader Evaluation