

F R O S T & S U L L I V A N

# 2024 CUSTOMER VALUE LEADER

*IN THE MALAYSIAN  
CUSTOMER EXPERIENCE  
MANAGEMENT SERVICES  
INDUSTRY*

F R O S T & S U L L I V A N

BEST  
2024 PRACTICES  
AWARD

**daythree**<sup>®</sup>  
it's a brand new day

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Daythree excels in many of the criteria in the Malaysian customer experience management services space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### *From Vision to Reality: Transformative Journey in Creating Customer Value*

Founded in 2016 by visionary entrepreneur Raymond Davadass, Daythree embarked on a mission to revolutionize the Malaysian customer experience management (CXM) services industry. Initially focused on telemarketing, the company quickly pivoted into higher-margin services, concentrating on customer experience lifecycle management and digital technologies. This strategic move, coupled with Raymond's

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deep industry understanding and unyielding innovation drive, propelled Daythree from a tiny start-up into a formidable provider in the Malaysian global business services (GBS) sector.

Since its inception, Daythree has achieved remarkable growth. The company currently provides multilingual customer support services in 15 languages in Malaysia and the greater Asia-Pacific region. The company has gradually expanded its services, harnessing the power of artificial intelligence (AI) in its offerings to deliver streamlined operations and improved efficiency to clients. Daythree

serves clients across diverse industries, including energy, telecommunications, fintech, eCommerce, and more, and has deep expertise in managing nationwide customer support operations. Originating from a small team of dedicated professionals, the company currently boasts over 2,000 employees. This rapid

growth is a testament to Daythree's strategic vision, robust business model, and culture of excellence. In July 2023, the company etched a momentous milestone when it went public, further catalyzing its growth trajectory and boosting its industry exposure. Through the proceeds from its public listing, the company has invested in scalable infrastructure and resources to support its growth and expansion. Whether it is expanding its workforce, investing in technology infrastructure, or optimizing operational processes, Daythree, unlike many Malaysian providers, has the ability to scale its operations rapidly to meet evolving client demands and market opportunities.

Frost & Sullivan is impressed with Daythree's journey and believes the company's ambition of being a digital CX leader is not a distant dream. Daythree's tagline summarizes its operational ethos: "Customer Experience Lifecycle Management is our Forte. Delivering Insights & Innovation is our Differentiator." Daythree leverages technology and data analytics to deliver insights and innovation in the customer experience. The company has developed in-house digital tools to improve employee engagement and performance management and offers expert advice to clients for digital transformation, process optimization, and growth initiatives. Daythree specializes in helping businesses with the following:

- Customer experience: delivering connected experiences
- Business process: redesigning processes to keep them simple and straight
- Process automation: automating manual rule-based and repetitive tasks
- Knowledge process: giving businesses the essentials when competing with their rivals

Daythree delivers its service to the market through the following three digital tools, all developed in-house:

- Faith is a platform designed to improve employee engagement by providing tools for streamlining scheduling, automating payroll processes, facilitating communication, and enhancing performance feedback.
- Daisy is a customer relationship management tool that is embedded with robotic process automation (RPA).
- Saige, which serves as the group's business intelligence tool, gathers real-time data from every customer interaction and captures it within a unified analytics platform. This process allows for analysis, interpretation, and recommendations for improvement based on the collected data.

Today, Daythree serves reputable brands, helping them build brand equity and trust through innovation and the use of data. The numerous awards the company has won at the regional level are a testament to its focus on optimizing the customer experience through technology.

### ***Comprehensive Excellence: Daythree's CXM Service Mastery***

Daythree offers a comprehensive suite of CXM services. At the core of its offerings is CX lifecycle management, where it provides 24/7 multilingual customer support in 15 different languages, including in technical support, content moderation, and customer retention services for clients across Asia.

Beyond handling customer interactions, Daythree takes a consultative approach to understand its clients' end-to-end customer journeys and pain points. Moreover, the company offers back-office and transactional processing services, an end-to-end administration and support service for client organizations. The company combines analytics and data to reveal insights for process optimization and client satisfaction, which often include implementing RPA solutions to automate repetitive, rule-based tasks and boost efficiency.

Daythree manages revenue generation activities, such as outbound sales, cross-selling, and receivables management for clients. The company's agents are trained to help customers resolve problems and see opportunities to grow their business. In addition, the company utilizes its digital transformation expertise to help clients reimagine operations and discover new sources of value.

A strong focus on technology and innovation underpins all of Daythree's service offerings. The company developed its own suite of proprietary digital tools to enhance employee engagement, quality management, and data-driven decision making. This technology-driven approach enables Daythree to deliver more with less, providing cost-effective solutions that drive a tangible business impact for its clients.

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management and Saige for business intelligence. By integrating automation and AI-driven solutions into its service offerings, Daythree delivers greater value to its clients and maintains a competitive edge in the market. The leadership team has consistently demonstrated foresight, enabling the company to align with industry trends and capitalize on emerging opportunities. Additionally, Daythree's multilingual capabilities leverage Malaysia's diverse talent pool to offer support in multiple languages, catering to a global clientele.

Daythree boasts a range of prestigious certifications that underscore its commitment to delivering exceptional service and maintaining the highest standards in the industry. Daythree's accreditations, such as PCI-DSS, ISO 18295-1, ISO 27001, ISO 9001, SOC 2, and ISO 223011, reflect its dedication to security, quality, and operational excellence. The company has 5 in-house COPC Performance Leaders, reinforcing the company's ability to replicate these standards in its clients' operations and thus ensuring top-tier performance and customer satisfaction.

*“Through their vast experience, Daythree was able to develop and implement best practices throughout their operations, including getting their operations to be PCI-DSS certified to cater to the nature of client's business operations.*

*Daythree proved to be a valuable partner by consistently finding innovative methods to solve the problems faced and arrive at a sound conclusion.” — Business Leader, Global BPO Organization*

### ***Innovating for Impact: Daythree's Strategic Client-centric Approach***

Daythree's approach primarily focuses on infusing world-class best practices (COPC) within operations and building a connected experience that fosters brand and customer loyalty. As a testament to operational excellence, the company's key operation leaders are certified COPC Performance Leaders. They have successfully guided clients across multiple versions of the prestigious COPC Certification. The company showcases its capabilities in the outsourcing model, where it sees maximum value delivered for clients and ensures that internal business can see measurable and demonstrable outcomes with costs reducing over time.

Daythree collaborates closely with clients and strategic technology partners to co-create solutions that address specific market shifts or client needs. By fostering open communication and collaboration, the company leverages the collective expertise and resources to develop innovative strategies and implement scalable solutions that drive tangible results for clients.

Daythree places a strong emphasis on ensuring that its services are closely aligned with the specific needs and expectations of its clients' target audiences. This commitment is achieved through a combination of advanced technologies, rigorous methodologies, and a client-centric approach.

Staying true to its consultative approach with the brands it represents today, the company provides end-to-end consultancy service for its clients' customer journey-mapping requirements to understand their current standards in relation to industry best practices and today's public expectations.

While Daythree is still primarily focused on providing CX support services, it foresees a significant shift in the near future toward providing more tech-enabled services, thereby repositioning itself as a technology company with more AI, analytics, and automation capability, with digital-related services being the focus. By combining a deep understanding of client needs, advanced technology, continuous improvement practices, and a skilled workforce, Daythree ensures that its services remain aligned with its clients' needs and expectations. This holistic approach enables Daythree to deliver exceptional value and foster long-term client satisfaction.

### ***Cultivating Excellence: Daythree's Commitment to Human Capital***

At the heart of Daythree's success is the Daythree Way – Service From The Heart, which is the guiding principle of its service culture and operating principles of growing together. The Daythree Way comprises five key principles: Empathy, Innovation, Passion, Trust, and Insights. Every Daythree Rockstar that joins the organization will be immersed in these core principles from day one of their onboarding. The company thrives on developing a culture that values continual learning and personal advancement. Such commitment to professional growth is echoed in the extensive learning and development programs designed to enrich technical expertise and soft skills, empowering employees to excel in their roles and contribute meaningfully to the company's growth.

Daythree's culture is one of collaboration and community. The company thrives on the culture of “one-team, one-vision,” propelling the company and employees forward, pushing the boundaries, and challenging the status quo. The company appreciates diversity and believes employees should feel capable and respected in contributing their efforts. Such an inclusive culture supports teamwork and

collaboration and encourages innovation as various approaches and ideas are nurtured. Daythree's philosophy goes beyond mere achievements, humanizing technology to shape tomorrow's customer experience.

Daythree prioritizes the well-being of employees and has invested heavily in their physical and mental health. With flexible working hours, wellness and health programs, and extensive employee benefits packages, the company is positioned as an employer of choice in Malaysia. Daythree's leadership drives the firm's people strategy, with leaders approachable, encouraging, and actively involved in mentoring and leading workers. This direct leadership approach encourages trust and openness with employees. An open-door policy further bolsters this culture, with every employee represented and valued. This positive work environment, enhanced by various incentives and benefits, boosts employee efficiency and job satisfaction.

An emphasis on quality and client satisfaction is mirrored in the company's handling of employee retention and engagement. By prioritizing employee satisfaction and fostering a culture of excellence, the company has built a solid team committed to making a difference to clients and their customers, the company, and the wider community. Daythree encourages employee involvement in community service and volunteer programs, reinforcing its commitment to helping others. This focus on social responsibility boosts employee morale and enhances Daythree's reputation as a socially responsible business. Moreover, this human capital focus is vital for the company and ensures that it continues to generate exceptional value for its stakeholders and clients.

Daythree has received recognition from the industry, affirming its commitment to its people and culture. Some noteworthy recognition includes the HR Excellence Awards—Excellence in Business Transformation 2020 and TalentCorp—Life At Work Awards 2019 for Diversity & Inclusion.

### ***Financial Triumph: Daythree's Path to Further Prosperity***

A remarkable financial performance underlines Daythree's position among the leading participants in the Malaysian CXM services market because the company successfully transformed its business from telemarketing at its inception to the customer lifecycle management and digital technology segments. Daythree grew its revenue nearly 2.5 times within five years and generated RM 89.8 million in CXM services revenue at the end of 2023, which is a 38% growth that is far above the industry average in a competitive market. Frost & Sullivan is impressed with Daythree's growth trajectory: a compound annual growth rate (CAGR) of 24.5% since 2019.

This robust growth trajectory reflects the company's strategic vision, execution ability, operational excellence, and unwavering commitment to innovation. The firm's ability to maintain a healthy net profit margin (approximately 12%) showcases its cost management and operational efficiency dexterity. Looking ahead, Frost & Sullivan is confident in the company's continued success as it expands its geographical footprint while investing in transformative technologies, such as AI, analytics, and automation. These investments will help the company augment its service offerings, drive operational efficiency, and deliver superior experiences. Such strategic initiatives will likely result in further revenue growth and solidify Daythree's position among industry leaders.

### ***Building Trust: Daythree's Unwavering Brand Equity***

Daythree has successfully cultivated a solid brand equity, illustrated by positive client perceptions and increasing brand loyalty. In the early years, the company leveraged the Global Acceleration and Innovation Network (GAIN) and other programs from Malaysia Digital Economy Corporation (MDEC) to gain brand visibility in the marketplace in which it operates, both regionally and globally. The company, however, came around quickly and is known today for its innovative approach and constant pursuit of excellence. Daythree's track record of relentlessly delivering superior customer service on behalf of its clients has earned the company trust and admiration, an enviable position for most of its competitors.

The company's comprehensive offerings, which leverage advanced technologies, and its ability to deliver technology-led custom solutions are redefining industry standards in Malaysia for operational effectiveness and client satisfaction. Clients across diverse sectors, including telecommunications, banking, and eCommerce, have repeatedly chosen Daythree as their preferred partner, reflecting the company's ability to deliver business-specific outcomes for diverse client groups. This loyalty is backed by the company's high client retention rates that foster long-term partnerships.

*"Daythree took great pains to understand our business operations to provide inbound contact management services. It's been over 3 years now and our customers are very satisfied with the professionalism maintained by the team." — **Chief Executive Officer, Health Tech Organization***

Malaysia Digital Economy Corporation (MDEC) has named Daythree as one of its Data Technology Partners to empower more Malaysian businesses to go digital and to strengthen the nation's position as the region's tech and digital hub. Daythree is currently working with MDEC to accelerate data technology adoption and develop data-driven decision (DDD) enterprises. In addition, Daythree will facilitate talent development and work with MDEC to build a vibrant data technology ecosystem.

Daythree has received many industry accolades and awards in Malaysia and the Asia-Pacific region. The company was crowned as the Best Digital GBS Provider of the Year, the Best Automation Organization of the Year, and the Best Digital Transformation Provider of the Year at the GBS Asia Awards 2022/2023, organized by GBS Malaysia and PIKOM. In addition, Daythree has received recognition in the Digital Innovation programs for the best use of Automation, Data Analytics, and Digital Workforce at Contact Centre Association of Malaysia's (CCAM) 2023 Industry Excellence Night. The company received the Outstanding Tech Company Award at Korea's ASOCIO 2023 ICT Awards. Such recognition further validates Daythree's leadership and credibility in the market.

Daythree is part of the Global BPO Alliance, providing multilingual end-to-end services through a network of BPO experts. This partnership extends the company's reach to global markets beyond Asia-Pacific, mainly in Europe and the United States. Daythree has solidified its reputation as a trusted partner in the digital global business services market by consistently aligning its services with client needs and driving continuous innovation.

## Conclusion

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Daythree has distinguished itself as a CXM services leader for innovation, operational excellence, and client satisfaction. With a strategic focus on leveraging advanced technologies, fostering a culture of continuous improvement, and maintaining a client-centric approach, Daythree consistently delivers exceptional value to its clients. The solid growth, robust service portfolio, and dedication to quality and security focus of the business bode well for Daythree's potential for continued success and industry leadership. An exceptional growth journey is a testament to the company's vision of revolutionizing CXM services and its ability to drive impactful results for clients worldwide.

With its strong overall performance, Daythree earns Frost & Sullivan's 2024 Malaysian Customer Value Leadership Award in the CXM services industry.



## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

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- ROI & Margin: Implementation Excellence
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The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

