

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

2024 COMPANY OF THE YEAR

*IN THE INDONESIAN
CUSTOMER EXPERIENCE
MANAGEMENT SERVICES
INDUSTRY*

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

BEST
2024 PRACTICES
AWARD



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. PT Infomedia Nusantara excels in many of the criteria in the customer experience management services space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

A comprehensive suite of services to meet evolving client needs

Founded in 1984 and headquartered in Jakarta, Indonesia, PT Infomedia Nusantara (Infomedia) is a pioneering leader in customer experience management (CXM) and business process outsourcing (BPO). The company strives to meet evolving client requirements and expectations through artificial intelligence (AI)-powered customer relationship management (CRM) solutions, shared service operations, and digital

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BPO services. In response to Indonesia’s burgeoning digital economy and intense competition, Infomedia continually innovates and enhances its technological infrastructure and human resource capabilities to meet the demands of this expanding market. As part of the Telkom Group, Infomedia is renowned for integrating AI, automation, and analytics. The company boasts a track record of delivering unparalleled service quality and operational efficiency.

Frost & Sullivan expects the Indonesian CXM services market to grow at a compound annual growth rate (CAGR) of 8.4% from 2022 to 2029, expanding from \$614.2 million in total revenue in 2022 to \$1,078.5 million in 2029. By consistently pushing the boundaries of digital transformation, Infomedia empowers enterprises to achieve superior customer experiences that drive growth and differentiation in this dynamic market.

At the core of Infomedia's offerings is its CRM service, designed to optimize customer interactions and enhance overall satisfaction. Infomedia's CRM solutions cover various customer care channels, including telephone, email, chat, and social networking. Additionally, the company provides technical support for client services and sales support functions, such as lead generation, upselling, cross-selling, and client retention strategies. The CRM platform's analytics features allow companies to track their progress, identify areas for improvement, and make data-driven decisions. These services aim to establish long-lasting client relationships. In 2023, revenues from CRM services increased alongside digital channels.

Shared service operations (SSO) are another critical component of Infomedia's portfolio, aimed at modernizing back-office functions for operational efficiency and cost-effectiveness. This includes finance and accounting services, where Infomedia handles cash flows, accounts payable and receivable, payroll, and financial reports. Infomedia's human resources services manage payroll administration, employee relations, onboarding, and recruitment, while its procurement solutions handle procurement processes, vendor relationships, and inventory control. These SSO services enable clients to focus on their core business functions, confident that Infomedia expertly manages their operational needs. Overall, the company has achieved 90% digitalization across its product lines, solidifying its leading position as a digital BPO provider. Revenue growth from SSO services reflects increased transactions across human resources, finance, and procurement sectors.

Transforming digital capabilities through technology adoption and strategic partnerships

Infomedia reinforces its industry leadership by consistently advancing technology and forming strategic partnerships to provide enterprise-grade solutions. These initiatives empower clients to harness digital technology, transform business processes, and deliver superior CX that fuels growth. Embarking on a robust digitization journey, Infomedia consistently adopts new technologies to support enhanced service offerings and operational efficiency. Central to its strategy is integrating AI and automation. Infomedia utilizes AI to automate repetitive tasks, boosting efficiency while minimizing human errors and ensuring 24/7 service availability. A notable example is the automation of the customer registration process, where AI technology reads, verifies, and inputs customer data. This has resulted in productivity gains and a considerable reduction in processing times, demonstrating the tangible benefits of the company's digital initiatives.

Infomedia's digital transformation centers around its 3A approach, which focuses on leveraging AI, automation, and analytics. This enables the company to analyze customer data more effectively, automate everyday tasks, and gain deeper insights into client needs. By harnessing these technologies, Infomedia enhances overall service quality and customer satisfaction, positioning itself as a thought leader in digital BPO services. The company has expanded its digital BPO capabilities, transitioning from human-based operations to technology-driven processes. This shift demonstrates its innovative spirit and delivers operational efficiency and scalability. Its comprehensive service portfolio assists clients through their digital transformation journey, offering consulting services, platform development, and managed services.

Infomedia's strategic initiatives are key to its ongoing success and innovation. Establishing dedicated AI and automation units underscores its commitment to integrating advanced technologies into its services. These units focus on developing solutions that enhance efficiency and deliver superior CX. Its Center of

Excellence team complements this effort by innovating new solutions that leverage AI, automation, and analytics, keeping Infomedia at the forefront of technology. Additionally, the company makes significant investments in ongoing training and certification for its workforce, ensuring that employees possess the latest digital skills and knowledge. This human capital investment is crucial for maintaining a competitive advantage in rapidly evolving markets.

Infomedia recognizes that partnerships are critical to enhancing its products and market position. The company has forged alliances with global technology leaders like Google, Microsoft, and UiPath, gaining access to their cutting-edge technologies and innovative solutions. These alliances enable Infomedia to rapidly incorporate advanced tools and platforms into its services, delivering state-of-the-art solutions that drive efficiency and customer satisfaction. Additionally, the company works with local technology companies and start-ups to accelerate delivery times and develop local technological capabilities. This dual approach of global and local partnerships enables Infomedia to offer a unique blend of world-class innovation and localized expertise tailored to meet the specific requirements of its clientele.

A customer-centric approach ensuring unmatched client experience

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service experience. This holistic engagement model ensures value creation for clients across all touchpoints, reinforcing Infomedia’s position as a trusted partner in digital BPO services. The company serves clients across various industry verticals, including telecommunications, health, financial services, and food and beverage. As a leading provider of BPO services in Indonesia, Infomedia continues to deliver new customer experiences.

The company employs a consultative selling approach from the initial engagement through its proactive account management (AM) team, which collaborates

closely with clients to understand their unique challenges and tailor solutions directly aligned with their business goals. This individualized engagement ensures clients receive a highly customized solution that integrates seamlessly into their existing operations instead of a generic one. The client onboarding and implementation process is streamlined to reduce disruptions and ensure timely and efficient deployment of new technologies. This approach builds client confidence from the outset and lays the foundation for a long-term, successful partnership.

Infomedia’s impact extends significantly into the ownership phase, where personalized client engagement plays a crucial role. The team maintains regular conversations with clients, providing updates, insights, and support tailored to their evolving needs. This ongoing engagement fosters a sense of ownership and partnership, making clients feel valued and understood. Infomedia’s analytics and reporting capabilities complement this experience by offering clients insights into their business activities and customer

interactions. These data-driven insights empower clients to make the best decisions and optimize their operations, deriving maximum value from Infomedia's offerings.

Infomedia delivers an operationally superior service experience with unwavering dedication to innovation. The company's robust processes and best practices ensure high service quality and consistently deliver positive client outcomes. For instance, AI-enabled customer service processes have boosted efficiency and decreased processing times for a large telecom client, resulting in a 20 to 35% increase in agent productivity and a 30 to 45% reduction in processing times. Such tangible results underscore the effectiveness of Infomedia's solutions and its ability to drive substantial operational improvements for clients.

Infomedia has developed innovative digital solutions to meet the evolving needs of its clients. Notable examples include the Record Document Management System (RDMS), a cutting-edge solution for managing physical and digital documents that integrates features like optical character recognition (OCR) to streamline document processing and improve data accessibility. Another example is OmniX Lite, an omnichannel platform tailored for small and medium-sized enterprises (SMEs) that facilitates enhanced customer interactions across multiple channels and empowers small businesses to compete effectively in the digital marketplace.

As a leading digital BPO provider, Infomedia recognizes the importance of maintaining strong governance policies and practices to ensure the security of client data, adherence to high-quality standards, and ethical practices. In 2022, the company reinforced its commitment to transparency, accountability, and ethical behavior by implementing several key certifications, including ISO 27001:2013 (information security management systems), ISO 37001:2016 (anti-bribery management systems), and ISO 9001:2015 (quality management systems).

Infomedia's commitment to continuous improvement is evident through its regular customer surveys and feedback mechanisms. These assessments include key performance indicators, such as Net Promoter Score (NPS), Customer Satisfaction Index (CSI), and Customer Loyalty Index (CLI), enabling Infomedia to stay attuned to client needs and preferences to refine and maintain high standards. Positive client reviews and high retention rates speak volumes about the value Infomedia creates. In 2023, about 34% of existing customers upgraded their projects, significantly contributing to new project growth and demonstrating strong client trust in Infomedia's capabilities. The company also achieved an NPS of 76 and a perceived service index of 5.05 that year. Over the past 3 years, Infomedia has consistently exceeded industry benchmarks, showcasing healthy growth in NPS results.

Superior brand equity bodes well for future growth

Infomedia is a recognized leader in the Indonesian CXM services industry. Its reputation among clients and industry stakeholders showcases the company's long-standing presence and expertise. Its robust service offerings and ability to adapt to market changes further reinforce this reputation. Clients consistently recognize Infomedia for its high-quality service delivery, which includes implementing robust processes, adhering to best practices, and continuously improving service quality. The positive perception of Infomedia's brand is well supported by its ability to deliver favorable business outcomes for clients, including productivity gains and reduced processing times.

Infomedia has received several industry awards and recognitions, such as the Marketeers Omni Brand of the Year. These accolades highlight Infomedia's excellence in service delivery and innovation. Moreover, the company is committed to environmental, social, and governance (ESG) principles, as evidenced by initiatives such as the digitalization of recruitment processes for state-owned enterprises (SOEs) and its Inclusive Working Environment program. These efforts demonstrate Infomedia's commitment to sustainability and social responsibility. In Infomedia's 2023 CX Survey, the company was recognized as the top-of-mind brand in the Indonesian BPO industry. Key factors contributing to this brand recognition include solution expertise, seamless integration into client's business processes, budget-friendliness, robust technology and infrastructure support, and service reliability.

The company is well-positioned in the market and demonstrates high growth potential, offering industry-leading solutions and services that provide tremendous value in high-demand sectors. In 2023, Infomedia experienced a significant customer expansion, increasing its client base by 57% to 682 clients. Its top 5 customers last year included prominent SOEs, such as banks, the national airline, ministries, and government agencies.

Infomedia strives to be the partner of choice for digital BPO by enhancing its digital capabilities and service offerings through strategic partnerships and focusing on outcome-based commercial models to drive innovation and maximize value creation. For its next conquest, Infomedia aims to build its external market presence to increase its profitability outside the Telkom Group. By leveraging its established presence in various verticals and its strength in consultative selling, the company plans to expand beyond the telecommunications sector, its primary customer segment, by targeting other potential industries, including IT and telecommunications, manufacturing, healthcare, retail, and banking, financial services, and insurance.

Conclusion

Infomedia continues to impress the market with its robust portfolio by effectively addressing customers' unmet needs, implementing best practices, and maintaining service excellence to drive strong financial performance. The company's strategic focus on innovation, leveraging cutting-edge technologies such as AI, automation, and analytics, underscores its commitment to drive better customer outcomes and operational efficiency. Infomedia's personalized client engagement approach, driven by its dedicated AM team and tailored solutions, fosters solid client relationships and customer loyalty. Additionally, the company's ongoing improvement efforts, based on advanced analytics and customer feedback, ensures its services stay relevant to market demands. Recognitions such as the Marketeers Omni Brand of the Year reflect Infomedia's service excellence and industry leadership. Its commitment to corporate social responsibility and ESG principles further strengthens its brand perception and client trust.

With its strong overall performance, PT Infomedia Nusantara earns Frost & Sullivan's 2024 Company of the Year Award in the Indonesian CXM services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

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

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

