

Probe CX Recognized as the

2021

Company of the Year

Australia Customer Experience

Outsourcing Services Industry

Excellence in Best Practices

probe
NEXT GENERATION DRIVEN

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. Probe CX excels in many of the criteria in the customer experience outsourcing 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

Delivers a Comprehensive Suite of Intelligent Customer Experience Services

Delivering on differentiated customer experience (CX) is crucial to every organization's long-term growth strategy. However, the spread of the pandemic COVID-19 overwhelms organizations by interfering with their day-to-day business operations. Organizations had to adjust quickly and implement digital technologies to deliver business continuity and continued customer services. As organizations struggle to adapt to the rapidly changing environment brought on by the pandemic and the lack of in-house digital expertise and cost concerns, they are increasingly looking to outsource their customer experience services.

“Probe CX’s value proposition lies in its ability to be agile, flexible, and offer customized intelligent design whilst being large enough to offer scalability through its global operations across United States, Australia, New Zealand, the Philippines, India and South Africa.”

- Neha Pokharel, Best Practices Analyst

Probe CX is an Australian service provider established in 1979, offering outsourcing and insourcing services across the entire customer contact lifecycle from lead generation to inbound and outbound sales, customer service, retention, collections and debt management, related back-office process management, digital transformation design, intelligent automation, and CX consulting. The company also delivers the right mix of onshore, nearshore, and offshore CX services to its clients while bringing in-depth knowledge of local nuances

driving deeper customer engagements. Additionally, the company offers end-to-end customized digital-based business process and CX services. Probe CX's value proposition lies in its ability to be agile, flexible, and deliver customized intelligent design while being large enough to offer scalability through its global operations across the United States, Australia, New Zealand, the Philippines, India, and South Africa. Notably, being an Australian company allows Probe CX to make fast decisions locally and solve client challenges quickly given its local experts being in close proximity.

Commitment to Digital Technology Innovation

Probe CX's commitment to innovation keeps it ahead of its competitors. The company re-designs legacy customer management processes leveraging digital solutions, including intelligent automation, natural language speech recognition, conversational artificial intelligence (AI), and analytics. Probe CX engages with its clients as a CX optimization partner through its digital-based operating model, digital transformation design and consulting services, automation first-approach, and intelligent solutions with analytics and AI at its core. Through its Convai subsidiary, Probe CX developed Oration, an intelligent automated conversational solution that augments CX center agents, enabling them to deliver superior customer service. The cloud-based solution helps organizations identify customer intent, orchestrate customer interactions and transactions automation, deploy automated responses, facilitate self-service, and route calls to the right agents. The company has also developed automation, AI, instant messaging, in-app messaging, virtual assistant, and natural voice recognition solutions in partnership with third-party technology players such as UiPath, Creative Virtual, Salesforce, Liveperson, and Genesys.

The company further strengthened its CX services portfolio through strategic acquisitions and integration of the companies Stellar, Salmat Contact, MicroSourcing, and Beepo. These strategic acquisitions have enabled Probe CX to expand its capabilities in the shared services, customer management, and knowledge management space, including adding to its global footprint, operations, industry-specific expertise, and resource headcount.

Thriving for Excellence through Continuous Improvement

Probe CX offers clients a comprehensive suite of customized, innovative CX solutions developed based on its continuous improvement methodologies and best practice operational governance model. The company has developed and implemented best-practice processes supporting continued growth and operational excellence. Its key best practice programs include:

ALPINE-A variation management and process improvement framework designed to reengineer processes and rapidly manage agent variation according to established criteria, results, and calls with the most variation.

HR Automation-Implemented the online candidate assessment and performance measurement solution that accesses candidate competencies using tools such as video interviewing, written behavioral questions, and technical testing.

Probe CX has identified industry challenges early and works closely with the client at every project stage. Probe CX implements a test and trial method for every new project, with product design and testing receiving high priority. The company also leverages and implements best practices governance model

across its solutions ensuring delivery of value-added services and continuous improvement throughout the contract duration.

Quarterly business reviews - Joint meetings conducted between Probe CX and client to review current performance and plan for the future, including the continuous improvement initiative roadmap rollout.

Optimization review - Created an operational structure to include a delivery improvement team consisting of subject matter experts from various teams, including contact center processes, performance management, technology, compliance, and quality. The team focuses on the current performance of the contact center and all of its supporting processes to identify improvement opportunities using Lean Six Sigma methodologies.

Diagnostic review - The company's senior business consultants identify improvement opportunities for processes and procedures external to the contact center that have a direct or indirect impact on the contact center performance.

InnoCouncil - Probe CX has set up a steering committee and consulting team driving business transformation and the forward-thinking innovation agenda. The innovation panel identifies outdated practices and reengineers processes using Six Sigma methodology, digital, voice, and automation technologies; and best practice operational governance. Probe CX's InnoCouncil similarly implements business transformation agendas for clients. At the heart of this practice is its lean digital approach, which combines lean value stream analysis across the entire process with business process reengineering.

Places Customer at the Center of its Business Strategy

Probe CX's vision is to be the most respected and sought after Customer Experience provider in the markets within which it choose to operate. Most importantly, the company is passionately committed to 'doing it better'. Probe CX's commitment to 'doing it better' serves as its mantra to outperform its competitors, exceed client expectations, and outpace demand. Its strategy involves acquiring the right resource expertise to deliver solutions built on the foundation of financial strength and stability. Probe CX emphasizes delivering solutions based on 'design of the future' by developing differentiated solutions, products, and capabilities targeting various industries. The company leads with a customer-first strategy that puts the clients' customers at the center of the CX solution design thinking. Probe CX develops each solution in close collaboration with its clients and has implemented a unique process that helps it understand each client's needs and preferences. The company increased its investment in creating a digital practice, integrating with the clients' CX transformation journey. Probe CX achieves the same through its people experience and customer experience capability model, a highly engaging culture, and creative execution of transformation strategies. As an illustration, during the COVID-19 pandemic, Probe CX developed the flexible technology solution enabling clients to deploy cloud-based omnichannel platforms bringing greater agility across channels, enhancing customer services, and providing a secure work-from-home solution for contact center agents. The company also successfully tapped into its mature work-from-home operations that may serve as a stand-alone or embedded component of any solution during the COVID-19 crisis.

Accelerated Growth by Delivering on Brand Promise

Probe CX is highly qualified for growth in Australia with over 40 years of experience in delivering comprehensive business process and customer experience outsourcing services. The company experienced high growth in the last six years, with a year-on-year growth of 20% in Fiscal Year 2020. This high growth is due to investments in onshore and nearshore delivery models during the pandemic, embracing the shift toward digital engagement channels, and moving towards remote agents and work-from-home business models. The company continued to experience growth in its core domestic markets of Australia and New Zealand, driven by the demand for omnichannel customer management services, especially in the government, blue-chip enterprise, and new economy tech disruptor sectors. The company's digital CX consulting services, knowledge services, and hybrid outsourcing services also gained traction with Australian organizations government, retail, healthcare, energy & utilities, telecom, financial services, and technology services verticals. Its subsidiary company Convai also won new engagements with the growing awareness and traction of its Oration solution.

“Probe CX’s vision is to be the most sought after customer experience optimization partner in the market and is committed to ‘doing it better’ which serves as its mantra to out-perform its competitors, exceed client expectations, and outpace demand.”

*- Sherrel Roche, Industry Principal,
Customer Experience Services Practice*

Over the past three years, Probe CX has seamlessly integrated assets that it gained through the acquisition of customer management and shared services companies like Stellar, Salmat Contact, Microsourcing, and Beepo. The company has expanded to serve 600+ customers in 32 delivery locations across Australia, New Zealand, the Philippines, India and the United States, employing over 17,000 people.

Conclusion

Probe CX's vision is to be the most sought after customer experience optimization partner in the industry. Client satisfaction lies at the center of its strategy, focusing on driving digital enablement and creating intelligent and customized designs for clients. Probe CX has emerged as a leading customer experience service provider in Australia through its commitment to continuous innovation catering to its clients' digital transformation needs. The company has successfully integrated its strategic acquisitions and partnerships, enabling it to expand its current solutions offerings, enter into new markets, and expand its service delivery operations. Probe CX has come a long way from being a boutique service provider to being recognized among market leaders. The company has delivered on its ambitious plan driving sustainable growth through service excellence, value-added services capabilities, and expansion into new market avenues. With its strong overall performance, Probe CX earns Frost & Sullivan's 2021 Australia Company of the Year Award in the customer experience outsourcing 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

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



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)

