

FROST & SULLIVAN

*M+ GROUP*

**2022**  
**ENTREPRENEURIAL**  
**COMPANY**  
**OF THE**  
**YEAR**

*EUROPEAN CUSTOMER EXPERIENCE*  
*OUTSOURCING SERVICES INDUSTRY*

## 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. The M+ Group excels in many of the criteria in the customer experience outsourcing services space.

AWARD CRITERIA	
<i>Entrepreneurial Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

### *The M+ Group: A Trailblazer’s Journey*

The M+ Group is one of the fastest European and the leading business process technology outsourcing provider in Southeast Europe. The M+ Group started carving out a distinctive strategy when major industry players suffered within the last couple of years. Moving from a small call center company with approximately 150 employees, the leadership team nimbly capitalized on the untapped nearshoring opportunities in the European market by taking two lines of action. Firstly, it started building on its

*“At the core of the company’s comprehensive portfolio lies its integrated contact center offering, leveraging its expertise in customer interaction with cutting-edge information technology solutions and deployment services to deliver multi-lingual, omnichannel care tailored to each client’s specific needs, objectives, and requirements.”*

**- Riana Barnard,  
Best Practices Research Analyst**

presence in several European Markets, such as Germany, through a network of professional associations, and secondly, it acquired smaller market participants to create a sustainable base for operations. At the forefront in German-speaking Europe, the M+ Group also included more than 30 languages, e.g., from the Benelux and Nordic regions (e.g., Swedish, Danish, Norwegian, Dutch, and French) in its solution suite to create a boutique business process transformation company, serving top clients with the most complex demands across multiple verticals.

At the core of the company's comprehensive portfolio lies its integrated contact center offering, leveraging its expertise in customer interaction with cutting-edge information technology solutions and deployment services to deliver multi-lingual, omnichannel care tailored to each client's specific needs, objectives, and requirements. Aligning its competencies in customer experience (CX) with market needs,

*"The M+ Group has leveraged its best-in-breed technology and talent pool to meet Southeast Europe's fast-growing demand for nearshoring delivery. As a result, the company reports an impressive 17% revenue growth from 2019 to 2021, driven by its increased wallet share of existing customers and new logo wins."*

**- Sebastian Menutti,**  
**Industry Principal,**  
**ICT—CX—Connected Work**

the M+ Group pursues optimal implementation through an ideation and service design process that encompasses its strengths in three focus areas (i.e., operation, technology, and consulting). With a presence in 36 locations across 14 countries supported by a workforce of more than 12,000 employees, the company delivers CX solutions and services across various industries (e.g., banking and finance, e-commerce, and telecom). Due to its sectoral market expertise, geographical footprint, and flat hierarchies, which promote fast decision-making processes and agility to react flexibly to every requirement or request,

the M+ Group's customer base includes various fast-growing and blue-chip companies. Moreover, its portfolio includes more than 30 languages to meet the needs of large European enterprises. The service provider's deep process and industry understanding bring a competitive advantage; it enables the M+ Group to rapidly grasp customers' pain points during the pre-sale and purchase process. By shaping its services to achieve the optimal mix based on language requests, volumes, and customer preferences, it continues to win market share. At the same time, compliance with sectorial requirements advances its reputation. M+ is constantly strengthening its operational excellence, e.g., through process enhancement certifications like COPC.

### ***Shifting the Paradigm through Innovative Technology and an Agile Approach***

The M+ Group offers a complete range of services, including advanced digital customer relationship management (CRM) solutions. Moreover, cross-selling opportunities, combined with the competencies of a sophisticated research and development team, galvanize creativity and innovation. From 2020 to 2022, the company launched various cutting-edge solutions:

- Its **Cempresso Suite** offers a new approach to automated end-to-end diagnostics, guided troubleshooting, and analytics. This next-generation solution, built on a comprehensive automation framework, provides step-by-step guidance for customer service representatives, allowing end customers to troubleshoot issues via a smartphone self-care interface. Recently deployed to facilitate the workflow process of a global transportation company's inbound document and electronic traffic, Cempresso achieved a 200% efficiency increase within two weeks. The initial implementation across 150 agent seats will advance to include 350 more seats, scheduled for the last quarter of 2022.
- The **robotic process automation tool** mimics human actions and automates repetitive, rule-based tasks to manipulate data and applications, just as a human would, with high precision. Utilized by many clients across different sectors, from banking and finance to e-commerce, it decreases manual work by up to 85%.

- **Buzzeasy**, a full-stack contact platform, comprises all functionalities of customer centricity, i.e., driving customer experience with advanced real-time analytics to uncover the competitive edge of data. When deployed on Microsoft Teams, it becomes a multichannel contact center, enabling voice and digital customer interaction. The M+ Group is a fully licensed Microsoft partner, allowing it to add multiple inbound and outbound interaction channels to extend collaboration beyond the enterprise level.
- **Allspace**, an omnichannel process management software solution, allows businesses to manage call center, e-mail, social media, and web forms within an integrated structure. The M+ Group designs every incoming interaction process, records the information, and manages the requests and complaints within specified service level agreements (SLAs) through Workspace. Applied widely by parcel delivery companies, it facilitates company-wide interaction. Measured outcomes across use cases are a 50% decrease in training duration, a 25% increase in overall efficiency, a 35% SLA improvement in customer service tickets, and a 45% boost in First Contact Resolution. A work-from-home plug-and-play solution is also available for those outside the customer service sector.
- The **Cempresso Digital Agent** boosts customer satisfaction and efficiency by replacing live agents with digital workflow-based intelligent wizards for a personalized experience. The solution provides powerful search-all content items with artificial intelligence support, leverages pre-defined library case studies to determine existing scenarios, and offers best-fit solutions. It also supports integrations with third-party services to enable digital signatures, optical character recognition, payment gateways, face recognition, and ticket opening in CRM or helpdesk tools (e.g., MS Dynamics, Salesforce, Zendesk), supporting multiple languages on all channels. Measured outcomes are a 25% increase in customer satisfaction, a 20% increase in customer service efficiency, a 30% decrease in cost per first interaction, faster agent onboarding, and less stress for agents on the first line.

Additionally, the M+ Group recently introduced an innovative business model to support its geographic expansion plans. Its Smart Hub concept reimagines and reinvents the traditional contact center. This new “experience center” is a recruiting and training hub and a control room for work-from-home agents. Aligned with its people-centric approach, the M+ Group’s Smart Hub is part of its new brand identity strategy and enables a quick set-up of any multilingual project. Hence, it is ideal for startups and fast-growing companies. Because the Smart Hub amplifies the reachability of the talent pool, it delivers on key performance criteria (e.g., fast deployment through agility, flexibility, and scalability).

### ***Guaranteed Satisfaction through End-to-end Customer Service***

With its customer-centric corporate philosophy, the M+ Group operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company’s daily practices. The M+ Group meets with clients to assess their needs and develop tailored solutions with roadmaps for seamless execution. Its key strength is to analyze and design the complete sourcing model in close collaboration with the client. After talking through suggestions, decision-making takes place (incorporating the insights of subject matter experts from operational, technical, and management perspectives). Key discussion points include feasibility and lead time, the mirroring of user and customer experiences, set-up relevance, and priorities.

This foundational partnership engagement approach establishes ongoing trust with customers for long-lasting relationships extending throughout the service lifecycle. Innovation and excellence in execution are crucial because customer-centricity is paramount to retaining existing customers and acquiring new clients. Within this context, the M+ Group sets itself apart through its commitment to:

- Deliver a persona-based and digital-enhanced customer journey with seamless interaction through all touchpoints
- Decrease call duration via self-service and automation tools
- Increase first call duration by call analysis with access to appropriate information and process detail on screens
- Improve quality scores through diverse services delivered by experienced teams

The M+ Group has leveraged its best-in-breed technology and talent pool to meet the fast-growing demand of countries like Germany for nearshoring delivery. As a result, the company reports an impressive 17% revenue growth from 2019 to 2021, driven by its increased wallet share of existing customers and new logo wins. In comparison, Frost & Sullivan's independent research determined 3.3% (2022) and 9.7% (2021) year-on-year growth in the European customer experience outsourcing market, respectively.<sup>1</sup> Furthermore, a 1% to 6% sales churn is a shining testimony to the M+ Group's high customer satisfaction rate and customer stickiness.

### ***Relentless Pursuit of Excellence and Innovation***

The M+ Group achieved its prominent status as an industry pioneer through its relentless pursuit of excellence. It showcases a laser-like focus on innovative and vertical-specific solutions, advanced by its staunch support of existing customers, aggressive go-to-market initiatives, and strategic acquisitions. By obtaining Geomant (2020) and Bulb Technologies (2021), the company purposefully expanded its capabilities in software development and the integration of customer engagement tools along with contact center process automation competencies (e.g., troubleshooting and automated end-to-end guidance).

For its next conquest, the company has set its sights on enhancing current products to address changing market needs and aims to develop new solutions or add-ons to complement its existing portfolio. Expansion into various aspects of customer experience management (such as intelligent virtual assistants, business analytics tools, robotic process automation, cloud-based omnichannel interaction tools, smart agents, video identification software, and customer insights solutions) will promote further growth and cement its industry-leading position.

---

<sup>1</sup> *European Customer Experience Outsourcing Growth Opportunities: AI and Digital Technologies Drive Transformational Growth* (Frost & Sullivan, November 2021)

## Conclusion

---

During the past few years, the M+ Group has leveraged its best-in-breed technology and talent pool to meet Europe's fast-growing demand for nearshoring delivery. As a result, the company transitioned from a boutique business process technology outsourcing provider to a leading industry player, recognized for its relentless pursuit of excellence and innovation. Overall, the M+ Group capitalizes on the market gaps in German-speaking Europe plus 30 additional countries while disrupting entrenched market players. Its deep process and industry understanding bring a competitive advantage, enabling the company to perceive and address customers' pain points effectively and efficiently. By shaping its services to achieve the optimal mix based on language requests, volumes, and customer preferences, it wins clients while its aggressive go-to-market strategies and pivotal acquisitions strengthen its brand. Furthermore, the M+ Group incorporates a client-centric strategy to elevate its leadership status in the customer experience outsourcing services market.

For its strong overall performance, the M+ Group is recognized with Frost & Sullivan's 2022 European Entrepreneurial Company of the Year Award in the customer experience outsourcing services industry.

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

---

Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

### Best Practices Award Analysis

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

#### *Entrepreneurial Innovation*

**Market Disruption:** Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

**Competitive Differentiation:** Strong competitive market differentiators created through a deep understanding of current and emerging competition

**Market Gaps:** Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

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

**Passionate Persistence:** Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

#### *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

