

PROBE CX RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the Australian
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. Probe CX excels in many of the criteria in the Australian 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 (CX) Services

In the connected digital era, customers are changing their expectations and demanding engaging experiences, personalization, and proactive services. Aligned with changing customer behaviors, organizations need to make a transformational shift by adopting digital technologies. The C-suite has been forced to adapt to a new model of doing business remotely that does not diminish customer and employee experiences. In addition, companies are navigating the post-COVID-19 pandemic and understanding their new trading positions; however, the current interest rate cycle and consumer spending trends are adding to their budget concerns. In such an environment, Australian companies want to leverage capable outsourcing partners to help with their business processes and contact center operations, to focus on core competencies, achieve operation efficiencies, and optimize operational expenditures. Many companies rely on outsourcing partners to transform their contact centers into profit hubs, delivering differentiated experiences through digital technology.

Probe CX, established in 1979, is a distinguished Australian service provider specializing in comprehensive CX services. The company’s vision is to assist clients in selling, serving, and solving issues for their customers. Probe CX provides solutions across CX, digital services, shared and knowledge services, and managed services. The key aspect of its solutions, however, is the ability to deliver a customized end-to-end portfolio of solutions. The firm extends its expertise across the customer

interaction spectrum, encapsulating lead generation, inbound and outbound sales, customer service, customer retention, debt management, collections, and associated back-office process management.

Moreover, Probe CX specializes in designing innovative digital transformation, intelligent automation, and CX consulting. The company provides clients with solutions that have the right mix of onshore, nearshore, and offshore CX services while bringing in-depth knowledge of local nuances, thus driving deeper customer engagements. The company's value lies in its ability to provide agile, flexible, and customized intelligent CX designs. With operations across Australia, New Zealand, the Philippines, United States and India, Probe CX can offer the necessary scale and diversity. As a private company, Probe CX can make swift decisions locally and adapt its work culture to reflect the local ethos, all while fostering enduring client relationships.

Over the past four years, Probe CX has seamlessly integrated assets gained through the acquisition of customer management and shared services companies, such as Stellar, Salmat Contact, MicroSourcing, Beepo, and Innovoir. The company has expanded to serve 750+ customers in 32 delivery locations in 5 countries, supported by 18,000+ employees. Frost & Sullivan believes that with such scale, great alignment with market needs, and a suite of end-to-end CX solutions, Probe CX is well positioned to maintain its leading position in the Australian CX outsourcing services market based on its clients' needs.

Commitment to Value Creation

At its core, contact center digitalization eliminates complexity and friction to reduce customer effort. Probe CX understands how the current market conditions accelerated the need for contact centers to embrace digitalization and rethink customer contact channels. The company redesigns traditional customer management methods by implementing digital solutions, including intelligent automation, natural language speech recognition, conversational artificial intelligence (AI), and data analytics. Probe CX partners with its clients to enhance the CX by utilizing its digitally focused operational model, digital

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– Krishna Baidya
Director, ICT Practice

transformation planning, and consulting services. The company's approach prioritizes automation and implements intelligent solutions rooted in analytics and AI.

Probe CX has been continually expanding its footprint by adding substantial infrastructure in the Philippines and establishing operations in India and the United States. In addition, the company is extending its delivery capability into

different segments, thus creating industry-specific solutions in areas such as revenue operations, superannuation insurance, and more. 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. By leveraging Oration, Probe CX has transformed clients that were 100% voice to 60 to 70% digital interaction in a short time.

Probe CX continues to bolster investments to be recognized as the Australasian leader in digital CX transformation. In line with these efforts, in November 2022, the company announced the acquisition of Innovior, a specialist automation and AI analytics service provider, integrating it into its digital capabilities suite. This investment enhances the company's specialist CX and digital consulting, AI-

powered natural language processing, biometric verification, intelligent automation, real-time speech analytics, and data science capabilities. The integration of Innovior further enhanced the company's ability to deliver automation, conversational AI, instant messaging, virtual assistant, and natural voice recognition solutions, in partnership with third-party technology providers, such as UiPath, Salesforce, AWS, Anaplan, Azure, MuleSoft, Automation Anywhere, Blue Prism, Creative Virtual, LivePerson, and Genesys.

Frost & Sullivan commends Probe CX for enhancing its solution capabilities through investments in digital automation, natural language capabilities, and operational design. Probe CX strives to transform its relations with clients, from a traditional contact center service provider to a strategic partner for their digital CX transformation, successfully creating a loyal customer base.

Expanding Client Base and Solid Financial Performance are a Testament of Customer Focus

Probe CX is positioned as an innovative and intelligent partner in optimizing CX delivery. The company's CX methodology is based on the LEAN Digital approach, which combines lean value stream analysis and end-to-end process reengineering. With these concepts, the company incorporates an 'eliminate > simplify > automate' strategy, which involves eliminating unnecessary elements, simplifying processes, and automating wherever possible, all to deliver superior value to customers.

The company's commitment to customer-centricity is evident in its human-centric design approach. The company takes into consideration the needs, preferences, and expectations of customers when creating products, services, and experiences. Probe CX delivers customized solutions to clients, underscoring its focus on individual needs, allowing the company to collaborate with clients to develop the right delivery model, partnering model, operating model, level of digital transformation, delivery location, and support tools. The company conducts quarterly business review meetings with clients to review the current performance and plan, including the continuous improvement initiative roadmap rollout. Such an approach truly resonates with customers, leading to higher satisfaction and loyalty.

Probe CX increased its investment in creating a digital practice, integrating with clients' CX transformation journey, and achieving the same through its people experience and CX capability model; highly engaging culture; and creative execution of transformation strategies. Probe CX actively seeks feedback and input from clients to understand their experiences better and identify improvement opportunities. Regular client engagement helps the company stay attuned to customers' changing needs and preferences.

Financial success is a testament to the company's focus on the region and the continued expansion of its client portfolio in recent years. The company continues to experience growth in its core domestic markets of Australia and New Zealand, driven by the need for digital CX services, especially in the government, blue-chip enterprise, and new economy tech disruptor sectors. In addition, the company's digital CX consulting services, knowledge services, and hybrid outsourcing services gained traction with Australian organizations, government, retail, healthcare, energy and utilities, telecom, financial services, and technology services verticals. Probe CX has capitalized on a solid and diverse portfolio across multiple verticals over the years and has had great success with born-digital new economy clients. Frost

& Sullivan applauds Probe CX for winning many new clients across sectors in Australia while successfully expanding service lines with existing clients.

Continuous Improvement is the Cornerstone of Company Excellence

Probe CX has come a long way from being a boutique provider to becoming the market leader. The company has delivered on its ambitious plan to drive sustainable growth through service excellence, value-added service capabilities, and expansion into new market avenues. Probe CX engages with clients easily and confidently, delivering added value in every contact and decision. Transparency is key to its dedication to remaining aligned with its clients. Probe CX has revolutionized its workplaces with a unique and fascinating passion-focused culture, recognizing and adopting ideas that make continual improvement inevitable.

Probe CX provides clients with a broad array of tailored, creative CX solutions that are designed using continual enhancement techniques and a top-notch operational governance model. Probe CX's guiding principles are driven by the following:

- Being proactively responsive in all its thinking, doing, and reporting
- Engaging closely and synergistic with its employees, clients, and their customers
- Going the extra mile in delivering value to its clients and customers
- Maintaining transparent communications with clients, prioritizing truthful and open communications by acting with integrity.

The company has developed and implemented several best practice processes that support continued growth and operational excellence. Some notable processes include the following:

- **ALPINE-A** variation management and process improvement framework is 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, supported by state-of-the-art technology.

By proactively identifying industry challenges, Probe CX engages closely with clients throughout each project, emphasizing product design and testing through a trial method. The company employs a best practices governance model across its solutions, assuring continuous improvement and delivery of value-added services throughout the contract's lifespan.

Optimization review: The company established an operational structure featuring a delivery improvement team of experts from diverse fields, such as contact center processes, performance management, technology, compliance, and quality. This team utilizes Lean Six Sigma methodologies to evaluate current contact center performance and pinpoint improvement opportunities.

Diagnostic review: The company's senior business consultants pinpoint opportunities to enhance processes and procedures outside the contact center that affect performance, either directly or indirectly.

InnoCouncil: The company established a steering committee and consulting team tasked with spearheading business transformation and innovation. Utilizing Six Sigma, digital technologies, and operational best practices, the team identifies and overhauls outdated practices. In addition, the company's InnoCouncil executes transformation strategies for clients, guided by their lean digital approach, which integrates value stream analysis with business process reengineering.

Probe CX has invested time and resources in strategic client accounts to understand clients' strategic objectives and form trust-based relationships. By partnering with clients and understanding their requirements, the company can work and innovate together in an agile environment to deliver such objectives. This strategy has seen the growth of these accounts with broader services across the entire end-to-end customer lifecycle and into digital/transformation opportunities under outcome commercial constructs. Frost & Sullivan is impressed with how Probe CX has strengthened its brand and accelerated great commercial success by emphasizing enduring customer relationships and relevant technologies and processes.

Brand Equity

Boasting an impressive track record of over four decades in the outsourcing services sector, Probe CX has adeptly evolved to offer comprehensive digital CX transformation services. The provider, however, is not resting on its past laurels and continues to push innovation boundaries to be clients' strategic partner. Leveraging the power of acquisitions and technological innovation, the company has successfully widened its repertoire to encompass a full spectrum of business processes and CX services.

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In doing so, Probe CX has firmly stepped onto a transformative pathway aimed at pioneering next-generation outsourcing solutions tailored to the changing demands of Australian businesses.

As a testament to its agile and flexible approach, Probe CX is renowned for delivering bespoke, scalable solutions that craft unparalleled CX delivery for end customers. An impressive growth trajectory in recent years underscores the company's

successful service and geographic expansion strategy. This strategy employs shrewd acquisitions and partnerships to amplify the company's digital transformation capabilities while simultaneously reinforcing its brand equity among its broader client base in Australia. Through this, Probe CX has demonstrated an unwavering commitment to drive innovation and foster client relationships in the ever-evolving CX value chain. Over the years, Probe CX has received multiple accolades from industry associations and independent analyst firms for its service capability, technology excellence, and business performance.

Frost & Sullivan research shows that clients seek enduring partnerships with their outsourcing providers and increasingly rely on them for CX innovation. Probe CX's consistent pursuit of excellence transcends its previous achievements in forging enduring client partnerships.

Conclusion

Probe CX aspires to become the premier choice for CX optimization in the industry, with client satisfaction at the heart of its strategic blueprint, in addition to fostering digital empowerment and delivering tailored, intelligent designs to meet clients' needs. With a dedication to continual innovation, the company is a frontrunner in the Australian CX service sector.

Probe CX has amplified its service offerings, tapped into new markets, and broadened its operational footprint by leveraging its strategic alliances and acquisitions. From its humble beginnings as a boutique provider, Probe CX has become a market leader and has realized its ambitious growth plan by adhering to service excellence, enhancing service capabilities, and exploring new market opportunities.

With its overall solid performance, growing thought leadership, and proven service excellence, Probe CX earns Frost & Sullivan's 2023 Australian Company of the Year Award in the CX outsourcing 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

