

# **TOKU** **RECEIVES THE 2023** COMPETITIVE STRATEGY LEADERSHIP AWARD

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*Identified as best in class in the Southeast Asia  
cloud contact center 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. Toku excels in many of the criteria in the cloud contact center services space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### ***Best-in-class Strategies Drive Competitive Differentiation***

Organizations realize the growing importance of customer experience (CX) in driving sustained business growth and delivering an excellent experience as a competitive differentiator. This transformational shift has led to the acceleration of digital transformation strategies. The need to connect the end-to-end CX and employee experience (EX) journey across multiple geographies and systems places additional pressure on organizations to be agile, flexible, and scalable. As such, these enterprises increasingly embrace cloud solutions to streamline contact center infrastructure and applications, deliver superior experiences, and improve operational cost efficiencies.

Founded in 2017, Toku is a Singapore-based cloud communications service provider (CSP) delivering bespoke cloud communications and Customer Experience as a Service (CXaaS) solutions to reimagine customer experiences for enterprises. The company helps clients address Asia-Pacific market challenges by offering products and services to solve the disconnect between customer data and communications. Toku's suite of solutions includes customer engagement, embedded communications, enterprise-grade network connectivity, and cloud-enabled business telephony solution capabilities. The company leverages its cloud communications and telephony expertise to develop customized platforms and solutions. It offers enterprise clients operating in Asia-Pacific an all-in-one cloud-based cloud communications and CXaaS platform that enables scalable omnichannel experiences by digitalizing and streamlining contact center operations to build better and seamless customer journeys.

Toku's contact center platform comprises a cloud-based communication platform with application programming interface (API) enhancements, giving contact center employees the flexibility to deliver seamless experiences across voice and digital channels. The platform also integrates business applications and management tools, including workforce management and customer relationship management (CRM) solutions, providing contact center employees access to necessary customer data and insights on every customer interaction and supporting the delivery of customer services efficiently and effectively. In terms

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**– Sherrel Sonia Roche**  
**Industry Principal, ICT Research**

of connectivity, Toku's clients have access to public switch telephone network (PSTN) replacements in 17 Asia-Pacific countries and access to virtual numbers in more than 120 locations worldwide enabling seamless, high-quality communications for enterprises.

Toku leverages several emerging technologies, such as advanced data analytics, predictive analytics, artificial intelligence (AI), machine learning (ML), and sentiment analysis, to enhance its contact center platform. The key features and functionality of Toku's cloud contact center platform include omnichannel routing across all voice and digital communication channels; workforce optimization tools such as scheduling, forecasting, and performance management; AI-powered analytics for sentiment analysis and predictive insights; encrypted security features; customizable agent desktop and supervisory dashboard; screen pops and pre-call data for agents from CRM integrations; integration with third-party applications via APIs; recording, monitoring and quality management; multilingual capabilities and global scalability; and managed network and connectivity layer. The company offers professional consulting, implementation, integration, and support services. While many of its competitors continue to push disparate services, Toku envisioned delivering an integrated contact center as a service (CCaaS) and communications platform as a service (CPaaS) combined with local market expertise and in-country infrastructure.

Key pillars of Toku's growth and go-to-market strategies include providing cloud contact center solutions to large and mid-sized businesses with complex and multinational operations requiring customized solutions; leveraging its ownership of connectivity assets to control the full technology stack; integrating with CRMs and back-end systems through its programmatic APIs and solutions layer to provide a complete view of the contact center; emphasizing its hybrid cloud capabilities and ability to deploy globally while meeting local regulatory requirements; highlighting an end-to-end platform approach rather than discrete point solutions; and focusing on its Asia-Pacific roots and expertise to serve the region's needs first before expanding globally. Frost & Sullivan acknowledges the company's success in positioning itself as a one-stop-shop cloud communications solution provider for enterprises that need help overcoming the complexity of global digital transformation and elevating Customer Experience. Toku works closely with enterprises looking to expand operations across the region, with the added benefit of high voice quality,



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### ***A Customer-centric Approach Driving Unmatched Client Experience***

With its customer-centric philosophy, Toku's central tenet to success is customer satisfaction. This philosophy permeates every facet of the company's operations, from the client-facing roles to its leadership. As a testament to the company's high client satisfaction rate, Toku acquires many clients through word-of-mouth fueled by its exceptional customer-centric approach.

Increasingly, digital economy enterprises are challenged to build a deeper understanding of customer journeys and seamlessly integrate communication touchpoints to drive better customer satisfaction levels, boost customer loyalty, and provide exceptional experiences. Toku offers enterprises a flexible and scalable omnichannel contact center platform supported by regional expertise and regulatory knowledge to enhance customer engagement. The company works closely with its clients, enabling them to address the complexity of deploying contact center solutions in a multinational environment through hybrid cloud capabilities. This capability has helped clients meet compliance and regulatory requirements in different countries and regions. It has also dedicated regional hubs and local compliance teams to understand cultural and regulatory nuances. Toku consolidates disparate best-of-breed point solutions clients use into

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an integrated platform for better data and workflow integration across systems. This aids improvement in workflow efficiency by effectively managing different vendors.

Toku's significant investments in business telephony, cloud communications, cloud contact center, CX, security, compliance certifications, AI, APIs, and programmability enable it to effectively address enterprise clients, communication providers, and channel partners challenges and digital transformation objectives. The company initiates regular enhancements to its solutions to ensure their

optimal performance. Its partnerships with leading technology vendors (Microsoft, Salesforce, Zoom, and Freshworks) enable it to offer different features and integrations, elevating the client experience.

The company's integration with Microsoft Teams offers clients a flexible 'pay-as-you-use' cloud phone system at a more affordable price. The client can also integrate telephony directly with the Microsoft Teams console. This functionality has enabled Toku to differentiate itself from its competitors with its one-click integration process and high-quality Asia-Pacific network connectivity. Toku also launched its Bring Your Own Carrier (BYOC) solution that allows businesses to upgrade their Zoom Phone Connectivity by plugging in Toku as their carrier. With Toku being part of the Zoom Phone Provider Exchange, its clients operating or expanding into Asia-Pacific can enjoy coverage across the region and benefit from superior call quality, cost efficiency, and improved productivity in 15 Asia-Pacific countries using a single BYOC connection. This cloud connectivity solution delivers full feature equivalence as legacy landlines, including

the added provisioning, management, and cost benefits of a cloud-native platform. Frost & Sullivan notes that the company's partnership-led ecosystem model leverages system integrators' expertise and capabilities for global reach.

In the last few years, Toku has garnered significant momentum in the market through the relentless pursuit of excellence and by adding innovative features to its products (e.g., sentiment analysis technology). Its growing focus on increasing the clients' communications security has led it to offer an in-app voice software development kit (SDK) solution that allows businesses to offer embedded voice-calling capabilities on their mobile and web-based applications, avoiding scams, and increasing the trust component of customers' relationships with their clients. In June 2022, Toku joined the AB Handshake Community, a global solution for call validation, to continue its effort to reduce fraudulent calls, creating a safer environment for end users. By being the first service provider to join the global AB Handshake Community, Toku is helping clients benefit from cloud communications without losing their reputation or customer trust.

Toku's clients include Lenskart, Gojek, JCDcaux, Decathlon, and foodpanda. The company's best practices showcase how its solutions can be customized and applied within a business's complex environment. Throughout the entire purchasing process, Toku creates solutions to meet clients' specific requirements. The company provides solutions and customizes them or their features to fit each client's needs, which is one of the company's biggest differentiators. As an illustration, Gojek, a Southeast Asian ride-hailing services company, partnered with Toku to enhance customer care operations by using their embeddable solutions, such as Number Masking, programmable voice, and programmable messaging. This helped to power Gojek's innovative new app feature that assists passengers with recovering lost items while keeping their contact details confidential. Gojek was able to resolve more than 50% of lost and found cases by the IVR flow and solve 90% of reported lost and found cases without contact center agent intervention.

*"The responsiveness of all the internal APIs needed to be fast so that the customer experience is not hampered. Toku helped us by providing a range of solutions that we could simply build our system on top of."*

— Ganapathi Subramanian V, Product Manager of CareTech, Gojek<sup>1</sup>

Frost & Sullivan notes that Toku's significant investment in delivering comprehensive cloud communications and CXaaS platform and strategic partnerships has enabled it to gain traction and achieve commercial success in the region as it continues to partner with enterprise clients to succeed in the competitive landscape.

### **Rebranding with Focus on Growth and Expansion**

Toku enjoys a strong reputation in Southeast Asia for its solution security, reliability, scalability, and flexibility. Early this year, the company set out on an ambitious rebranding journey to understand the current perception of the brand and identify key areas requiring improvement. As part of this exercise, the company revamped its website, considering how clients utilize its products and solutions in the current economic and competitive environment. The company's new brand tagline, "spark defining

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<sup>1</sup> [How Gojek Applied Toku's Communications APIs To Boost Customer Experience](#)

conversations” resonates positively with its clients as it encapsulates four key learnings: employees and clients are proud of the company’s agility and flexibility; Toku’s clients acknowledge that it is a brave and innovative company; innovation is central to the company delivering exceptional services and experiences for its clients; and innovative ideas prepare Toku for future shifts. The company goes to market with the mission to enable companies to boost efficiency, provide seamless experiences, and enhance customer engagement in Asia-Pacific and beyond.

As part of its expansion and growth strategy, Toku announced a \$5 million extension of its Series A round, bringing its total funding to \$10 million. With the most recent investment round, the company plans to accelerate its growth plans in Asia-Pacific and establish a local presence in Malaysia, Indonesia, Hong Kong, Vietnam, South Korea, and the Philippines. It will also continue to invest in innovation and technology to reimagine a complete CX for the digital-first economy enterprises, including unifying CX and EX into an all-in-one platform. Furthermore, Toku acquired the Southeast Asian operations of Activeo, a leading French CX consulting firm, in April 2023. Activeo APAC has an established business footprint, delivering digital transformation projects to more than 150 customers, including 19 government agencies and 65% of the national healthcare institutions. This acquisition has added strategic consulting expertise and large-scale enterprise project delivery capabilities, as well as expanded Toku’s presence and client base in the government and healthcare verticals. These strategies have enabled the company to achieve a 128% compound annual growth rate over the past four years (financial year ending December 31, 2022). The company’s impressive growth trajectory is a testimony to its customer-centric approach, localized services, and exceptional operational strategies, earning its clients’ trust and loyalty and enabling it to capture more market share in Southeast Asia.

## Conclusion

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Toku has successfully evolved to deliver a full-fledged suite of customer engagement solutions built on cloud communication infrastructure, contact center technology, and communication APIs. It is one of the few companies in the region with a contact center platform powered by its own enterprise-grade telephony network. The company has built a strong local presence and extensive cloud connectivity across Asia-Pacific. Toku is increasingly recognized as a dedicated cloud communications provider helping enterprises overcome the complexity of digital transformation in the region and enhance their CX. The company has combined its local expertise, in-country infrastructure, and bespoke CPaaS and CCaaS solutions into one compelling package.

With its strong overall performance, Toku earns Frost & Sullivan’s 2023 Southeast Asian Competitive Strategy Leadership Award in the cloud contact center services industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *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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- **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)**

