

DATAKOM RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP 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. Datacom excels in many of the criteria in the Australian customer experience outsourcing 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

Turning Client's CX Vision Into a Reality

In the connected digital era, customers demand more personalized, engaging experiences. Organizations, both public and private sectors, need the ability to respond to these drivers efficiently to be successful. They must embrace digital technologies and adapt to remote business models without compromising customer and employee experiences. Amidst post-COVID-19 adjustments, economic uncertainties, rising labor costs, and technological advancements, more Australian firms seek help from

efficient outsourcing partners. These partners help them focus on their core business, enhance operational efficiency, and optimize expenses, transforming their contact centers into profit generators using advanced digital technologies.

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- Krishna Baidya
Sr. Director, ICT Practice

Datacom provides a broad range of onshore capabilities for contact center outsourcing in Australia, and it is widely recognized for its robust end-to-end services for a range of companies and government agencies across Australia and New Zealand. Datacom offers services to design, deploy, and manage contact center operations, including related hardware and software for both on-premises and cloud

solutions, including key CRM applications. Datacom’s ability to offer a complex blend of services to clients from onshore, nearshore, and offshore locations to various clients' needs, thus maintaining

flexibility in the CX outsourcing offerings, is well appreciated by its clients.

A crucial element of Datacom's offerings is its capacity to provide a tailored, comprehensive suite of solutions. As organizations across sectors are grappling with a common dilemma: how to enhance customer engagement, understand and delight customers, grow their market share, and simultaneously drive financial KPIs. For Datacom, this involves adopting a holistic business approach and facilitating a partnership model with its clients that integrates customer interaction, technology, and data-driven insights, while collaboratively developing a roadmap that fulfills its clients' strategic goals. Datacom's CX Advisory Practice focuses on understanding and refining processes at all levels using digital solutions and process re-engineering. The goal is to enhance customer and employee experiences, leading to cost savings and increased profitability.

Excelling in Execution to Sustainable Future Growth

Datacom, as a leading provider in the Australian market, has always focused on technology adoption and process improvements to lead customers' digital transformation journey. Datacom's innovative

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approach to CX is evident in its use of design thinking, testing, rapid prototyping, and ideation workshops. These methodologies, combined with advanced technologies like conversational AI and preventative data analytics, allow Datacom to deliver tailored outcomes that optimize experiences and drive customer satisfaction.

Datacom has been rapidly expanding its CX business in Australia and New Zealand, securing several government and private contracts in the last two years through its broad mix of knowledge depth and the capabilities of its native Australian

customer service representatives. The onshore capabilities have established a perfect scenario for public sector clients due to ideal linguistic and cultural factors.

Datacom is strategically positioned to bridge the gap between current realities and future possibilities for its customers, leveraging partnerships to enhance customer experience. The company's approach involves three dimensions as below:

- **Creating a Seamless Customer Experience:** Datacom aims to understand and implement what a low-friction customer experience looks like. This involves assessing the customer journey, identifying potential pain points, and working to eliminate these to make the customer's interaction with the company as smooth and effortless as possible. This could involve simplifying processes, improving user interfaces, or enhancing communication channels.
- **Empowering Agents:** Datacom believes in the power of its people. By designing an empowered agent experience, the company ensures its customer service representatives have the tools, training, and autonomy they need to resolve customer issues effectively. This improves the quality of service provided and increases agent satisfaction and retention. Empowered agents are more likely to take ownership of problems and go the extra mile to resolve them, leading to better customer outcomes.

- **Building a Robust Technology Foundation:** The third dimension of Datacom's approach is the technology that underpins its service. This involves the use of cutting-edge customer engagement platforms and automation technologies. By working with a curated list of partners, Datacom is able to leverage the best technology solutions available to streamline contact and accelerate support. This robust technology foundation allows Datacom to rapidly scale its services to meet demand, deliver consistent service outcomes, and adapt to the changing needs of its customers in the post-pandemic era.

Enhanced Value Creation Creating Successful Differentiation

Datacom's CX outsourcing business stands out for its unique competitive strategy. Datacom's distinctiveness lies in its holistic approach to customer experience, leveraging its CX Advisory Practice to optimize both upstream and downstream processes through digital tools and process re-engineering. This approach not only enhances customer and employee experiences but also drives cost efficiency and profitability.

Datacom doesn't measure success through conventional labor-centric growth. Instead, the company aims for sustainable growth that stems directly from creating value for its clients. This strategic approach is bolstered by its extensive technical expertise, which allows the company to engage in unique dialogues and potentially adopt alternative commercial models with its clients where it is able to free up human capacity from customer demands that don't contribute value, often referred to as failure demand. Datacom strives to redirect this capacity towards value demand, where it can provide support, advice, and empathy to clients. Connected ecosystems are the future of service experiences as Datacom supports its clients by connecting various technologies and service experiences to deliver an integrated service outcome.

As an established onshore operator in Australia and New Zealand, Datacom's differentiation is its local touch and capability combined with a great depth of experience in delivering secure government-grade services with the ability to build, configure, manage, and optimize technology solutions to support the customer experience. Datacom is certified and accredited to operate under the requirements specified in ISO 9001, ISO 27,001, comply with PCI and GDPR requirements and hold a number of active IRAP-certified services with the Australian Federal government. Furthermore, individually we have a significant number of people COPC certified. With increased uncertainty, for a customer to have the option to go to an outsource partner that can reduce their risk profile, optimize the workload, and not just deliver more workload is what differentiates Datacom's approach.

Datacom's partnership model, which emphasizes customer engagement, technology, and data-driven insights, is a testament to its commitment to co-creating roadmaps that align with its clients' strategic objectives. This comprehensive and innovative strategy positions Datacom as a leader in the CX outsourcing business, setting new standards for the industry.

From the initial inquiry through to execution, is where Datacom consistently showcases its CX DNA and core value for its clients. These values ensure the company delivers a transparent, agile, and committed outcome. As true partners, taking its customers on the journey together, Datacom enables the ultimate goal, the sum of the company's partnership to be enhanced by more than the individual contributions of

each. Datacom ensures that it delivers better than standard partnership qualities – through its #CXplusTech approach, the company brings to life all of the possibilities to create outcomes that exceed expectations. Further, Datacom works deliberately to enable its teams to become as one – one roadmap, joint effort, and trusted delivery partner.

Continual Service Improvement for Unique Customer Service Experience

Within Australia and New Zealand, Datacom enjoys unparalleled success in the public sector and, over the years, successfully expanded in the private sector clients. Frost & Sullivan believes that the excellent positioning in the market offers a perfect opportunity for Datacom to support:

- the **public sector** with their need to support policy response while meeting their needs to increase trust, achieve their stated objectives, meet budgetary goals, and reduce risk.
- **the healthcare vertical** as an industry is primarily funded by the government and therefore has a strong connection to Datacom's public sector capability.
- the Banking Financial Services, and Insurance (BFSI) industry, similar to the health industry, is a highly regulated market and equally has great synergies with Datacom's work in the public sector.

Datacom today engages with more commercial organizations that need a CX delivery strategy that needs optimization between digital and voice, execution from a best-shore, a delicate balance of onshore, near shore, and offshore, service capability. However, the company increasingly focuses on clients where it has the opportunity to strategically partner and deliver experience outcomes that will differentiate its clients in their market.

Datacom has been instrumental in delivering service outcomes, often tied to organizational needs, through the rapid deployment of contact center technology stack or developing personnel delivering services. Beyond just providing a customer engagement platform, Datacom collaborates with its partners to streamline contact and expedite support via contact center automation technologies. Frost & Sullivan believes that the blend of capabilities will hugely benefit Datacom and its customers in the post-pandemic era as customer interaction mechanism continues to evolve.

Datacom's partner ecosystem includes talent partners who support pre-employment development and talent identification. The company's educational partners support the development of its people through the delivery of courses that meet the Australian Qualification Framework and have included co-development of studies that support working within its operations but will equally be relevant in future roles. Datacom's technology partners, while specializing in activating and empowering contact centers, extend beyond this niche. In fact, Datacom's expansive network of over 200 technology partners enables us to collaborate with our clients on an enterprise level, facilitating comprehensive organizational transformation from the inside out.

Datacom strongly believes in delivering enhanced values for its clients and tirelessly collaborates to uncover ways to improve. Datacom has launched an initiative known as Datacom Relate, a systematic approach to actively listen to its clients, understand their needs, and glean insights from their experiences with its delivery organization. This program offers a structured way to document the status of its relationships and identify ways to enhance service delivery. The feedback from Datacom's clients

serves as a crucial service quality metric for its Account Teams. More importantly, it presents the company with continuous opportunities to foster a culture of customer-centricity, directly informed by the voices of customers program. This ensures that the company's strategies and actions are always aligned with the needs and expectations of those Datacom serves. Continual service improvement for Datacom extends to regular pulse checks of the overall health of the relationship through the Datacom Relate program, and the implementation of a Social Contract at the commencement of new contracts to lay the foundations for a successful partnership.

Trusted Advisor for Australian Organization for CX Delivery

Datacom positions itself as a strategic partner deeply invested in its clients' success. The company works closely with businesses, supports leaders in their organizational aspirations through business case approval, and moves quickly and efficiently with their technology deployment. The company successfully helped organizations understand their buyer's journey and customer personas and advise on the best communication channels to interact with customers. The company's commitment to delivering enhanced customer and employee experiences through digital technologies and human-centered design thinking sets it apart in the competitive landscape.

In recent years the company has successfully leveraged multifaceted marketing and branding initiatives to position itself as a thought leader in the industry. Datacom's customer events, sharing customer stories through case studies, testimonials, and referenceable credentials, increasingly delivering content and insights, and providing opportunities for prospective customers to learn about technologies like conversational AI and CX experience deliverables and getting confident of its ability to deliver have helped the company generate many successful leads. In its external communications, Datacom seeks mutual benefits, aiming to amplify its customers' brands and services to help them achieve their strategic objectives. This customer-centric approach has resulted in high satisfaction scores in surveys, reinforcing Datacom's position as a strategic partner.

Datacom's marketing approach includes driving web activity through SEO and SEM work, and recently, the company has revamped its website content to define its product offerings more clearly. This has resulted in significant year-on-year growth in web traffic and a steady increase in MQLs. Datacom's well-aligned marketing initiative with its sales pipeline, with a strong focus on driving sales conversions, has successfully positioned the company as a trusted advisor and safe pair of hands for its clients.

Conclusion

Datacom has a robust ICT experience leveraging multiple ICT capabilities to provide unique customer experience solutions keeping Datacom ahead of its competitors in the CX outsourcing services market. Datacom's unique blend of technological innovation, human-centered design, and commitment to delivering enhanced customer experiences sets it apart in the Australian CX outsourcing market. Its ability to adapt to changing industry trends and market conditions, coupled with its focus on creating shared value for clients, makes Datacom deserving of this recognition.

With its strong overall performance, Datacom earns Frost & Sullivan's 2023 Australian Competitive Strategy Leadership Award in the customer experience outsourcing services industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

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

About Frost & Sullivan

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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)**

