ISG Star of Excellence™

Product Brochure

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When an enterprise client works with third-party providers by outsourcing its technology or business processes, multiple factors influence its experience with them. These factors include delivering services in a timely manner, flexibly managing business expectations, ensuring required compliance, transparency in communication, showcasing client industry understanding and leveraging emerging technologies in clients' business. The client experience is an indicator of the providers' client-centricity initiatives. It becomes a strong contributor to influencing enterprise sourcing decisions.

Star of Excellence™ program tracks enterprise client experience (CX) with their different service and technology service providers. The program quantifies the client experience (CX) for different service and technology providers across different regions and industries and for diverse managed services and technology solutions.

The program collects enterprise CX information through a voice-of-customer survey on a continuous basis. Enterprise clients are asked to quantify their satisfaction and experience with their technology and service providers across different CX dimensions and for specific technology services and solutions.

Star of Excellence™

ISG identifies **six pillars** that define customer experience in the technology industry. Clients are asked to rate the importance of each of the six pillars and then score their service provider on each, on a scale of 1 - 100.

Collaboration and Transparency	Execution and Delivery	People and Cultural fit	Governance and Compliance	Innovation and Thought Leadership	Business Continuity and Flexibility

Periodic publication of CX insights

Input to ISG Provider Lens (IPL)

Annual Star of Excellence™ Awards

Input to ISG sourcing advisors as part of
the Candidate Provider Qualification (CPQ)
process to assist in longlisting

Unfiltered enterprise customer feedback

Star of Excellence™

Program Methodology

Star of Excellence™ program solicits client experience information through an ongoing survey. This independent survey of enterprise clients provides an in-depth look at their overall satisfaction and experience with IT/BPO and technology service providers.

As part of the program, ISG collects direct feedback from clients about their experience with service and technology providers and analyze this information with respect to different IT/BPO and technology services, industries, regions, business roles, and delivery models. Service and technology providers can nominate their clients to take this survey any time of the year. ISG also independently collects information by reaching out to enterprise clients directly.

The survey contains about 25 questions asking the respondents about their experience and satisfaction level with their service and technology providers. It asks about client satisfaction levels with the providers' performance across the six CX pillars and overall experience with the respective service(s) or technology offered by the provider.

The survey asks respondents to quantify their satisfaction or experience on a scale between 0 and 100, where 0 represents least satisfied/worst experience, and 100 represents extremely satisfied/best experience. The client experience scores thus collected via ISG's independently sourced responses and via provider-nominated responses are combined to get a comprehensive view of enterprise CX with the service and technology provider.

The CX score is calculated in the following way:

- **Star of Excellence™ CX Score = Weighted average satisfaction and importance scores for six categories.**
- The **Satisfaction score** is the customer experience score for each of the six pillars as rated by a client on a scale of 0-100.
- The **Importance score**, as rated by a client, is the importance given to each of the six pillars on a scale of 0-100.
- The **Overall CX score** of the provider is the average CX score of all the client responses.

The overall CX score of a provider is also analyzed from different aspects based on respondents' demographics, such as for different industries, regions, business functions and delivery models.

CX scores are scaled to highlight differentiation among providers.

Providers who have nominated their clients in the program can show diversity in their client responses and will have a slight advantage in their CX score calculation.

Qualitative analysis of the open-ended feedback given by client respondents is integrated with quantitative results to derive critical insights for individual providers, technologies and geographies.

Survey period: Star of Excellence™ survey is open for the entire year. Once a year, the information collected is assessed to recognize providers that stand out in different categories with related awards.

Six Categories of Enterprise CX

Collaboration and Transparency

Execution and Delivery

People and Cultural Fit

Governance and Compliance

Innovation & Thought Leadership

Business Continuity and Flexibility

Quality checks: The information received from the clients undergoes thorough quality checks to ensure the validity of client responses. Responses where technology or service providers receive extremely high scores, such as score of 100 across all CX pillars are scrutinized and validated after an interview with the client representative.
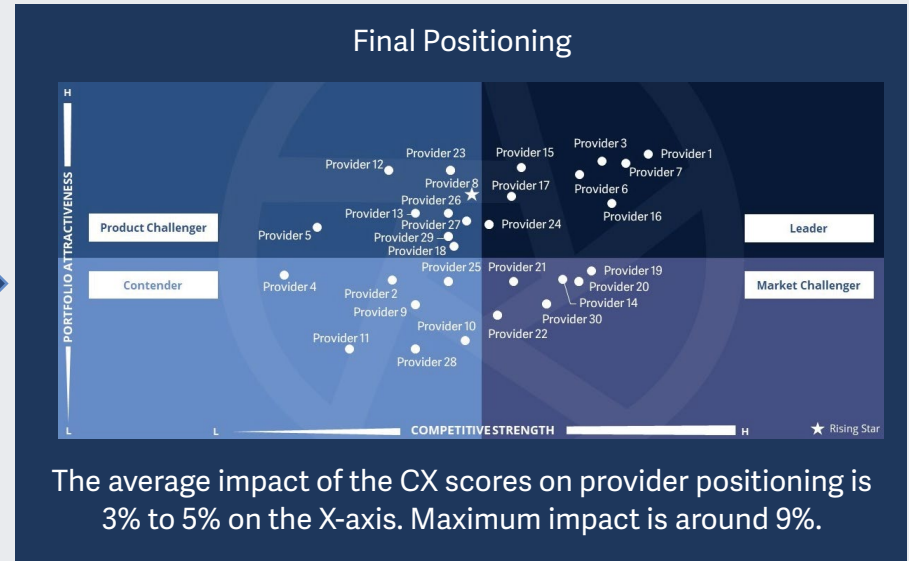
ISG Provider Lens™ studies leverage provider customer experience (CX) intelligence from the Star of Excellence™ program as part of provider evaluation criteria. This independent survey of enterprise clients provides an in-depth look at their satisfaction and experience with IT/BPO and technology service providers.

As part of the program, ISG collects direct feedback from clients about their experience with service and technology providers and analyzes this information with respect to different IT/BPO and technology services, industries, regions, business roles, and delivery models. The CX information from this program is a quantitative measure of the customer satisfaction parameter on the X-axis of the ISG Provider Lens™ quadrant.

Cumulative provider score representing experience for the respective service line/topic

Provider-sourced Client responses

Independently-sourced Client responses

CX score for the respective service line/domain

Final Positioning

The average impact of the CX scores on provider positioning is 3% to 5% on the X-axis. Maximum impact is around 9%.

- Dedicated chapter in every IPL report for enterprise CX.

- Insights at a global level.

- Showcases the most prevalent service delivery model for the respective service line/study.

- Highlights key customer sentiments associated with the respective service line/study.

Overall

- Overall – Service providers (TOP 3)
- Overall – Technology provider

Universal

- Universal ITO
- Universal BPO
- Emerging Technology
- Universal Industry
- Universal (Global) Region

Individual Regions

- Americas
- APAC
- EMEA

CX Pillars Awards

- Execution and Delivery
- Governance and Compliance
- Collaboration and Transparency
- Business Continuity and Flexibility
- People and Cultural Fit
- Innovation and Thought Leadership

ISG Star of Excellence
eMobility
CX Star Performer | 2024

ISG Star of Excellence
Digital Adoption and Organizational Change Management Services
CX Star Performer | 2024

- Service providers with the highest CX scores at the end of each ISG Provider Lens™ report cycle.

- Independent of the provider's position in the ISG Provider Lens™ quadrant(s).

- Will be called out in the ISG Press release at the time of study publish.

- Will be rewarded at a global level.

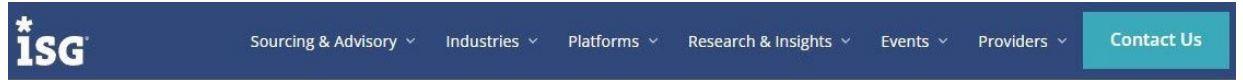- Provider needs to have a minimum of 5 client responses to qualify.

Enterprises

- **Highlight service and technology provider partners for their customer experience initiatives and potential improvement areas**

- **A complimentary copy of the most relevant ISG Provider Lens™ report, which includes trends, recommendations and vendors/provider comparisons**

- **An option to subscribe to ISG Research content specifically catered to enterprise clients**

- **Access to content specific to your industry, market, region and service provider/vendor partner**

- **Complimentary Star of Excellence™ quarterly CX reports that contain enterprise client experience trends by regions, industries and technology areas**

Providers

- **Opportunity to showcase outstanding services and client relationships across regions, industries, technologies and services**

- **Opportunity to educate the market and ISG about your efforts towards better client experience and leverage favorable results to improve client relations further**

- **Opportunity to enhance the information leveraged by ISG in enterprise client provider recommendation via the CPQ process**

- **Opportunity to influence IPL positioning and ISG sourcing advisory by informing about your strong CX initiatives**

- **Deep-dive workshops with ISG analysts to highlight actionable insights with detailed CX data analysis**

How to Engage

- **Providers can nominate clients while responding to an ISG Provider Lens™ questionnaire through the IPL Portal.**

- **Providers can also nominate from the Star of Excellence™ website.**

- **Enterprises nominated by ISG advisors can participate through the web page to respond to the survey.**

- **Providers can nominate their clients by filling in the details of the client representative(s), context item (relevant service line or technology area), and ISG will invite the clients to respond to the survey besides sending you an email as a confirmation.**

- **Providers can check the nomination status of their clients' participation via Star of Excellence™ dashboard link. https://ei.isg-one.com/**

ISG | Sourcing & Advisory ⌄ | Industries ⌄ | Platforms ⌄ | Research & Insights ⌄ | Events ⌄ | Providers ⌄ | **Contact Us**

Participate (for Enterprises) | **Nominate (for Providers)** | Awards | Methodology | Clients | Brochure & FAQs | CX Insights | Home

ISG Star of Excellence™ – Nominate

Download the Star of Excellence Brochure

We encourage all providers to nominate their clients to participate in the ISG Star of Excellence™ (SoE) program.

Why is this important?

- CX insights influence the position in the ISG Provider Lens (IPL) quadrants and, thus, the analyst/consultant perception in the sourcing business
- Track and understand enterprise CX with IT and business services/solutions by industry or region to improve
- Receive awards and make use of benchmark reports for marketing campaigns to inform the market about your client-centricity in comparison with the industry average

How to nominate?

Please use the form below for *individual* nominations or the link to the *bulk* nomination (click here) to provide us with all the necessary information about your customer(s). Start with selecting the type of your firm and then choose a content item.
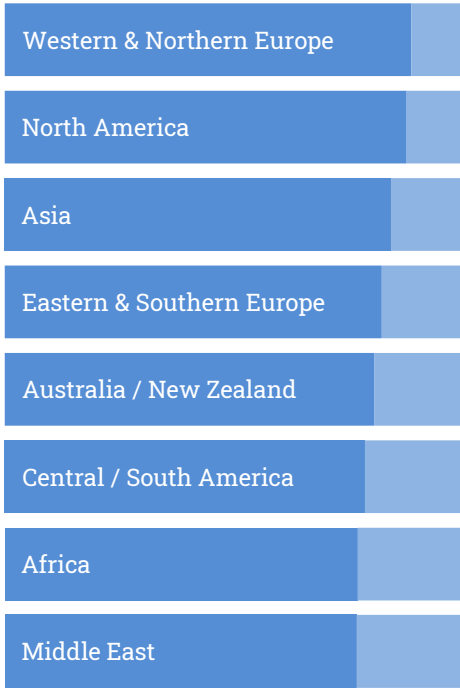
1. Choose the business function that best represents your role.

2. Which of the following best describes your primary role?

3. What best describes your responsibilities?

4. How many employees does your company have?

5. What is your company's annual revenue?

6. Please select your company's primary industry segment.

7. In which regions does your company conduct business?

8. Please indicate the service provider your firm contracts or works with.

9. In which regions [Service Provider] provides services to your firm?

10. Please select all services that [Service Provider] has delivered and where you have experience with [Service Provider].

11. Which of the following IT Services is [Service Provider] providing?

12. Which of the following Line of Business (LoB) / Business Process Outsourcing (BPO) Services is [Service Provider] providing?

13. Which of the following technology environment is managed by [Service Provider]?

14. Please let us know whether the work delivered by [Service Provider] was at your company (on-site) or on the provider side (remote) or at a near-shore location.

15. Please indicate the level of importance for the following categories that define your experience with [Service Provider].

16. How satisfied are you with [Service Provider] for the following components of execution and delivery?

17. How satisfied are you with [Service Provider] for the following components of governance and compliance?

18. How satisfied are you with [Service Provider] for the following components of collaboration and transparency?

19. How satisfied are you with [Service Provider] for the following components of innovation and thought leadership?

20. How satisfied are you with [Service Provider] for the following components of people and culture fit?

21. How satisfied are you with [Service Provider] for the following components of business continuity and flexibility?

22. How likely are you to recommend [Service Provider] to another business or colleague?

23. ISG has observed the rapid evolution of Artificial Intelligence (AI) technology leveraged by service and technology providers in their offerings and solutions. For the services and technologies provided by [Service Provider], how satisfied are you with the following?

24. In the context of the selected topics, how satisfied are you with [Service Provider]?

25. Please describe your best interaction with [Service Provider]; e.g., an instance when they were very successful or proactive.

26. Please describe the biggest challenge you faced while working with [Service Provider] and how/if they resolved it.

Thank you very much for your participation. Please click "Next" below to finish your responses and receive your complimentary ISG Provider Lens reports.
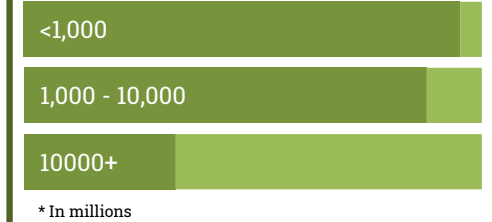
Responses by Region

- Western & Northern Europe
- North America
- Asia
- Eastern & Southern Europe
- Australia / New Zealand
- Central / South America
- Africa
- Middle East

Responses by Industry

- Financial Services
- Manufacturing
- Business Services
- Retail
- Healthcare
- Consumer Packaged Goods
- Insurance
- Pharmaceuticals & Life Sciences
- Telecom & Media
- Travel, Transportation & Leisure
- Other
- Energy
- Public Sector

Responses by Roles

- IT/Digital Leaders
- IT/Digital Operations
- Procurement/VMO
- Line of Business/Others

Responses by Revenue*

- <1,000
- 1,000 - 10,000
- 10000+

* In millions

Delivery Bundle Description

Deliverable – Internal Use	Dependence and Intention
Analyst-driven Insights Workshop (virtual)	>20 responses (Inbound, for provider's service/product improvement)

Deliverable – External Use	Dependence and Intention
Digital "Winner Badge	Usage of the digital "Winner Badge" for online/offline/print marketing
CX Handout – Provider Profile	A summarized view of the enterprise CX insights for service providers
Case study like Briefing Note (digital PDF)	ISG analyst interview with the client that provides a very high CX score for the provider (Outbound marketing; leverages the digital badge/award)
Lead Analyst CX Webinar (virtual attendance)	>5 responses with the topic (technology/ region/ industry)-related high scores (Outbound marketing), Joint CX webinar with the provider (45 mins)
Benchmarking Report (digital PDF)	>20 responses; demonstration of ability via peer group comparisons
Advisor Spotlight* CX Edition Session of 1 hour (virtual)	ISG's Provider Service Digital Units (DUs) required; Standout Case Study in ISG Case Study Research. ISG ensures to have between 50-100 Advisors joining (advisor knowledge refresher)

*The provider must have a standout case study, selected by ISG Research

ISG Provider Lens™

GLOBAL | JANUARY 2024

ISG Star of Excellence™ – Briefing Note

Mphasis' collaborative approach and AI-enabled solution boost CX of major healthcare client

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2024 ISG STAR OF EXCELLENCE™ BRIEFING NOTE | JANUARY 2024

Client Scenario Snapshot

Mphasis' comprehensive platform, focus on automation and AI, and its collaborative approach helped the client to break down existing silos, reduce manual processes and achieve significant savings.

Client	A leading home healthcare equipment and services provider in the U.S.
Industry and size	Healthcare industry client that serves approximately two million patients through more than 270 branch locations and 9,000 employees.
Region	U.S. only
Client objective	The client's objective was to transform the technology landscape, increasing availability and reliability, making it user-focused and enhancing employee and customer experience at reduced costs. It also wanted to implement digital-ready solutions and improve digital channel adoption.
Mphasis solution	Mphasis' solution approach involved integrating operations, bringing in automation, introducing analytics-led proactive management, enhancing end-user experience and providing a holistic business services view. It leveraged its InfraGenie™ platform, built on ServiceNow, for automation-led service management.
Benefits achieved	Mphasis improved IT asset visibility and observability within the configuration management database. It reduced level 2/3 incident tickets by almost 30 percent and enhanced automated ticket resolution. It provided approximately 20 percent incident ticket reduction with effective correlation and up to 30% reduction in TCO. Mphasis provided a 49.5 percent reduction in manual remediation of issues with its automation-led approach.

2024 ISG STAR OF EXCELLENCE™ BRIEFING NOTE | JANUARY 2024

Mphasis Solution and Differentiator

Solution highlights

This client success story is a significant example of client-centricity and exceptional service delivery. Several key attributes of Mphasis' approach resulted in significant client outcomes. This comprised:

- **AI-enabled analysis:** Mphasis leveraged an AI engine to categorize incoming requests to identify issues ideal for developing automated resolution.

- **Automation for issue resolution:** Mphasis assisted the client's team in assessing the severity of issues by analyzing dependencies of different configuration items and auto-assigning alerts and events to the most appropriate resolver group.

- **Consolidating inputs from multiple tools:** The Mphasis platform can process changes in the configuration items weekly by analyzing inputs from multiple monitoring tools and, after de-duplication, identify alerts that need to be translated into the total number of incidents and assign them to the respective resolver groups.

- **Quantifying RoI:** Its automation dashboard lets client teams get a snapshot of the total number of automated resolutions implemented and quantify the value added. This helps clients assess the effectiveness of the solution on an ongoing basis.

CX differentiators

Mphasis' success with the client illustrates its approach to achieving high CX and client-centricity. Key differentiators resulting in high CX of Mphasis' client include:

- **Focus on collaboration:** The Mphasis team conducted a workshop with the client team at the start of the project to convince the client that only a collaborative approach could lead to achieving the desired results. It built and strengthened the client's trust by initially supporting the IT teams with its solutions and subsequently extending assistance to the business. Since clients and the Mphasis team have access to data at the same level, clients can be assured that when the Mphasis team meets SLAs, their end users are satisfied.

- **Innovative solutions and removing silos:** Since the client depended on legacy infrastructure elements such as mainframes, getting these under ServiceNow discovery was challenging. However, the Mphasis team integrated incidents from mainframe monitoring solutions into configuration management. It also launched a mobile app allowing client end users to raise tickets on the go. It also utilizes quarterly business review (QBR) meetings to explore innovative approaches to enhance the client's IT team and end CX.

- **Gaining client trust with delivery model:** When the client demanded more local presence, Mphasis enhanced its regional presence to make the client more comfortable. It also invited the client team to visit its offshore facility to build trust and comfort with the India-based Mphasis team.

Research note based on a briefing with enterprise clients/service provider team serving the client that highlights exceptional client success stories.

Provider Profile

Oracle Cloud and Technology Ecosystem
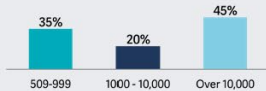Provider CX Score

91 Industry Average: 83.2

The most important CX pillar for their clients is People and Cultural Fit, and adapting to changes in demand due to external macroeconomic and global factors is what they liked the most.
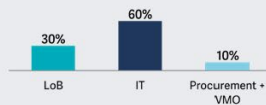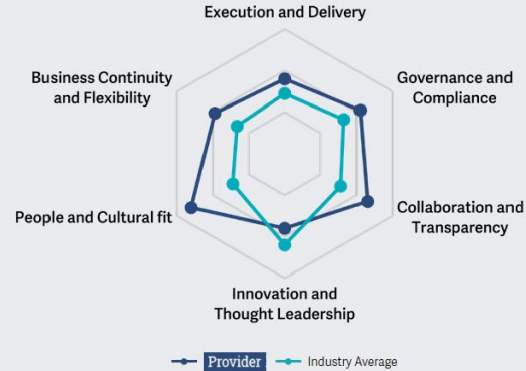
Region
- Americas 35%
- EMEA 20%
- APAC 45%

Size
- 509-999 35%
- 1000 - 10,000 20%
- Over 10,000 45%

Role
- LoB 30%
- IT 60%
- Procurement + VMO 10%

Industry
- BFSI 30%
- Innsurance 20%
- Manufacturing 50%

CX Star Performer

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pharetra venenatis magna, id cursus eu."
VP, IT, Large Automotive Industry

Six Pillars CX-Scores

- Execution and Delivery
- Governance and Compliance
- Business Continuity and Flexibility
- Collaboration and Transparency
- People and Cultural fit
- Innovation and Thought Leadership

Provider — Industry Average

A summarized view of the enterprise CX insights for service providers

An outbound joint webinar with the provider highlighting
their CX scores Provider highlighting their client success stories.

Joint webinar
with a provider

Key provider leaders
will provide case examples
from delighted client
success stories

One or more
ISG lead analysts
will present the
Star of Excellence findings

ISG offers a benchmark report to highlight providers CX scores compared to the top providers in a benchmark report. ISG also offers an opportunity to dive deep into the CX scores against competitors in an insights workshop.

Benchmark report

Customized Report

CX scores against benchmark

Industry CX against benchmark

Voice of the Customer

Insights workshop

CX Score Comparison with Peers

ISG Recommendations

2024 Star of Excellence™ program collects enterprise CX information about providers for each of the service line covered in the ISG Provider Lens studies

Technology Services and Solutions*

- Application Development and Maintenance
- Cloud Computing
- Cybersecurity and/or Governance, Risk & Compliance
- Digital Workplace
- Enterprise/IT Service Management
- (Industrial) Internet of Things
- Mainframes
- Network

Business Process Services and Solutions*

- Contact Center - Customer Experience
- Digital Engineering
- Finance and Accounting
- HR Outsourcing
- Intelligent Automation and Data Analytics
- Marketing Technology
- Organizational Change Management
- Payroll/ Benefits Administration
- Procurement BPO and Transformation
- Supply Chain Services

ISV Vendor Ecosystem services*

- AWS
- Google
- Microsoft
- Oracle
- Salesforce
- SAP
- ServiceNow
- VMWare
- Workday

Emerging Tech*

- Blockchain
- Cloud Native (Containers/Serverless Architecture)
- Distributed Cloud Edge
- eMobility
- Environment Social Governance (ESG)
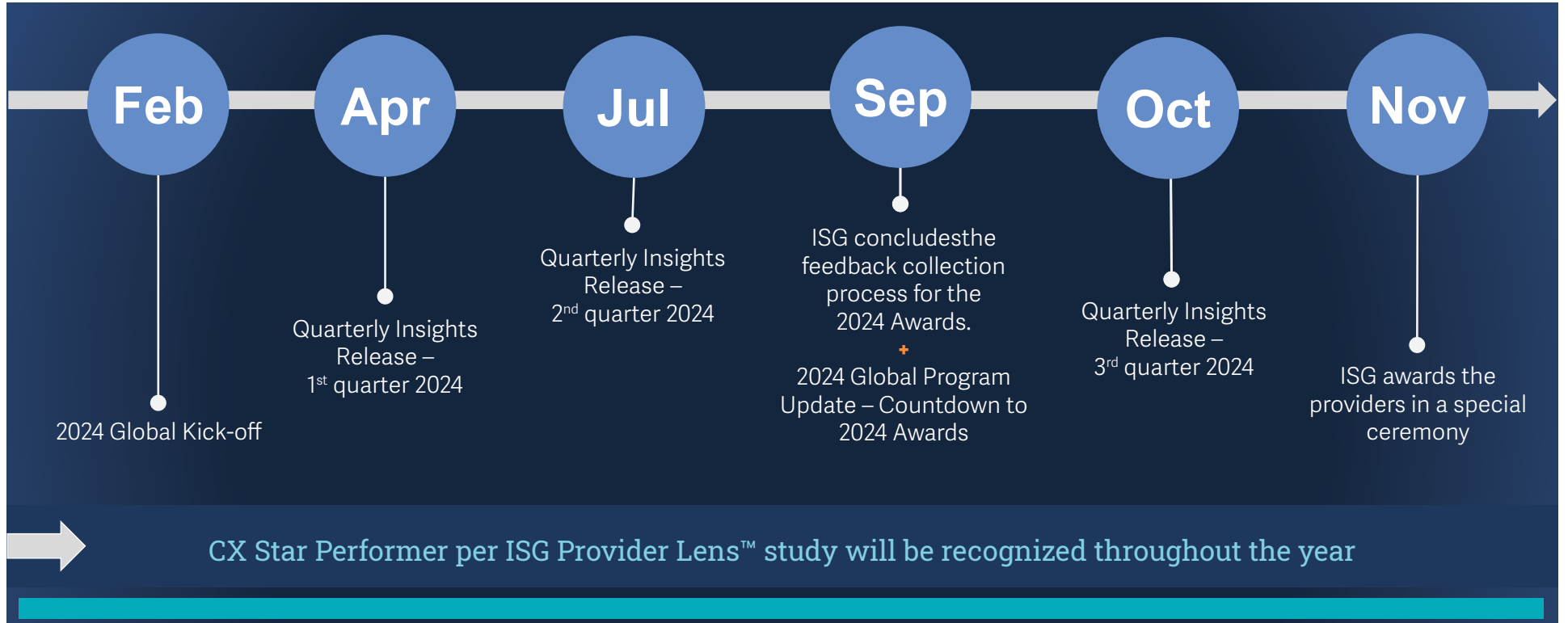- Generative AI
- Mixed Reality/AR&VR

Industry-specific services*

- Business Services
- Energy
- Financial Services
- Insurance
- Manufacturing
- Healthcare
- Pharmaceuticals and Life Sciences
- Consumer Packaged Goods
- Retail
- Telecom and Media
- Travel, Transportation and Leisure
- Public sector

Some studies focus not only on IT service providers but also on ISVs/vendors

| Feb | Apr | Jul | Sep | Oct | Nov |

Feb — 2024 Global Kick-off

Apr — Quarterly Insights Release – 1st quarter 2024

Jul — Quarterly Insights Release – 2nd quarter 2024

Sep — ISG concludes the feedback collection process for the 2024 Awards.

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2024 Global Program Update – Countdown to 2024 Awards

Oct — Quarterly Insights Release – 3rd quarter 2024

Nov — ISG awards the providers in a special ceremony

→ CX Star Performer per ISG Provider Lens™ study will be recognized throughout the year

Core Team

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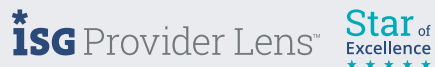# In case of queries, please feel free to reach out to

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About Our Company & Research

ISG Provider Lens™ Star of Excellence

[ISG Star of Excellence™](#), part of the ISG Provider Lens™, is the premier industry recognition program for the technology and services industry. The program solicits client experience information through an ongoing survey. The independent survey seeks an in-depth analysis of clients' satisfaction and experience with IT/BPO service and technology providers. Providers are ranked on the quality of their services based on direct feedback from enterprise clients. Clients rate the provider's performance across six CX pillars: Business Continuity and Flexibility, Collaboration and Transparency, Execution and Delivery, Governance and Compliance, Innovation and Thought Leadership, and People and Cultural fit.

ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit [research.isg-one.com](#).

ISG

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Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

For more information, visit [isg-one.com](#).

ISG Provider Lens™