

*TM One (VADS Business Process Sdn. Bhd.)
Recognized for*

2021

Customer Value Leadership

Malaysia Domestic Customer Experience

Outsourcing Services Industry

Excellence in Best Practices



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. **TM One**, via one of its operating company (**VADS Business Process Sdn. Bhd.**) excels in many of the criteria in the domestic customer experience outsourcing services space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

A One-Stop Digital Business Services Center for Improved Customer Experiences

Retail and service customers desire greater accessibility and quick responses to their customer service queries. Utilizing technological advancements to automate and optimize solutions to address customer concerns is critical for the customer experience outsourcing (CXO) services industry. With many enterprises slow to adapt these advancements, CXO services industry leaders need to demonstrate the effectiveness of automation and optimization as value-added solutions. On the other end of the spectrum, many enterprises are pursuing solutions beyond customer experience (CX) from service providers, who must adapt to provide a holistic value proposition that focuses on CX management and

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**- Elizabeth Whynott,
Best Practices Research Analyst**

business experience management. Additionally, throughout 2020 and 2021, the COVID-19 global pandemic impacted enterprises financially, with many tightening their CX budgets. CXO service providers must remain agile by offering a dynamic range of CXO solutions as enterprises adjust to their customer needs and financial constraints.

TM One, has 20 years of experience providing business process management (BPM) solutions to Malaysia and Indonesia. The company’s comprehensive BPM

solutions portfolio includes contact center services, social media management, analytics services, technical support, credit management, omnichannel services, revenue generation, Human Resources as a Service (HRaaS), learning, training, and development services and hybrid work from home (WFH) services. TM ONE aims to be a one-stop digital business services center for various sectors, including government, retail, and education. TM One offers robust end-to-end CX solutions with a focus on fostering long-term relationship with its clients by delivering efficient and effective customer service.

Enabling Operational Transformations with Quality Business Process Solutions

TM One acts as an advisor to its clients and works closely with them to assess their process and technology maturity and readiness. In doing this, the company helps its clients determine their business objectives, implement solutions that align with their goals, and establish a trusting relationship to build on future operations. Furthermore, TM One is undergoing an operational transformation to become a one-stop center and assist clients with technology, datacenter, cloud, and connectivity solutions. Clients also have the options for cybersecurity, training-as-a-service solutions (including developing technical skill sets), and digitalization of company financials. This digital ecosystem solution center and TM One's experience in CX and BPM services eases the digital evolution journey for enterprise clients.

As enterprise clients embark on their digital transformation journey, they look at outsourcing their operations. As an integrated outsourcing service provider, TM One partners with its clients through the entire design thinking task to determine their desired outcomes. The company then redesigns the process utilizing its technological innovations, expansive facilities, and skilled resources to deliver business outcomes for customer success.

TM One also holds an ISO/IEC 27001:2013 certification for datacenter hosting services and facilities management, and ISO 9001:2015 for managed services covering connectivity services¹. The company's technology infrastructure, applications, and facilities are ISO 27001 certified, the information security standard. Additionally, a third-party consultant found TM One to have a Net Promoter Score above 40, indicating high satisfaction of CX services among customers. The company's technology heritage, proven CX service expertise, and outcome-driven approach help it understand client requirements and deliver the right technology-based CX services.

Robust Technologically Driven Business Processes and Customer Experience Solutions

TM One's efficiency in delivering value-added services to its clients' BPM solutions stems from its structured internal processes. Using Lean, Agile and Design Thinking approach, the company generates product ideas, turns them into working business models, and delivers solutions to market swiftly. Through this robust process TM One delivers customized CX solutions in a quick and incremental manner to meet client needs.

TM One aims to integrate people, processes, and technologies seamlessly to deliver a comprehensive CX engagement and management solution. With front-end (sales and marketing, CX engagement, recovery and loyalty) and back-end (data management, shared services) product solutions, the company focuses on supporting clients through their customer acquisition, management, and retention journey. Additionally,

¹ <https://www.tmone.com.my/about-us/awards-certifications/#recognition-tab2>

in the digital era, customers demand better, faster, and superior experiences. CX is a key competitive differentiator and critical for sustained growth of any business.

TM One is at the forefront delivering personalized, innovative, and technology-driven CX services. To this end, the company's BPM group is increasing its data scientist roles to develop more artificial intelligence (AI) and analytic solutions in-house while working collaboratively with key technology partners to advance its capabilities. Additionally, many of the company's offerings are technology agnostic, making them adaptable to any enterprise need. The company's BPM solutions include:

Contact Center Services: An omnichannel contact center unifying multiple communication channels and customer information, enabling end-users to engage with a company through the channel of their choice.

Social Media Engagement: Engages and manages interactions through social media platforms, helping to increase revenues, reduce customer service costs, gain feedback about products and services, and improve public opinions.

Technical Support: Level 1 and Level 2 technical support services providing around-the-clock support by trained and experienced technical professionals.

Business Excellence Consultancy and Training: Improves business methodologies, processes, and strategy by developing clients' workforce using the Lean, Agile and Design Thinking approach through appropriate training modules.

Learning and Development Services: Training programs to develop staff's soft skills, including competence, confidence building and certifications programs with structured learning and development.

Analytics Services: Analytics and insight services to predict, manage, and mitigate risks with cost-efficiency and customer focus in mind.

HRaaS (Human Resource as a Service): A holistic approach towards providing end-to-end service solutions to all Human Resource and Payroll needs. TM One HR solution is uniquely packaged with training programs focusing on Customer Engagements & Digital Adoption.

Hybrid WFA (Work From Anywhere): Ensuring business continuity during unexpected times by being able to switch from work on-premise to work-from-anywhere seamlessly. This is to manage unpredictable end user computing requirements to make changes to workforce arrangement.

Revenue Generation: Revenue maximisation and deploying hybrid methodology using digital engagement with traditional calling will boost reach to customers. Incorporating digital engagement and marketing via voice & chat bots.

Body Shopping: A practice of recruiting & retaining the IT skilled professional contracted for short & mid terms basis. Companies would benefit from this service without having to hire on full-time IT professionals.

With more than 20 years of domain expertise in outsourcing and managed services has enabled TM One to focus on providing personalized customer experience to improve CX engagements; this is made possible by combining its expertise in managed connectivity, Information and Communications Technology (ICT), datacenter, cloud and smart services to deliver integrated IT and BPM solutions:

Managed Connectivity: High-performing and reliable voice services connecting enterprises with customers, data services to secure and manage data communication platforms, and internet services with high speed and premium connectivity.

Managed ICT: Software-managed data protection from cyber threats, fully supported and managed by certified engineers. Communications and collaboration tools for customers, employees, and partners to engage productively and effectively. Value-added network services for superior network performance.

Datacenter: With over 80,000 square feet facility, TM One boasts of being the largest datacenter provider in the region. Its datacenter is backed by a robust network infrastructure with unlimited data transfer, delivering on unparalleled availability, redundancy at the highest level of security and continued business operations.

Cloud Services: A full suite of public, private, and hybrid cloud services for businesses of all sizes and across all industries and sectors for easier tracking and traceability. Cloud managed services include infrastructure-as-a-service, platform-as-a-service, and software-as-a-service solutions.

Smart Services: Aims to help organizations and local councils create safe and sustainable environments through smart real estate (smart buildings, offices, homes, malls, and airports), smart city services (smart townships, councils, and mobility), and smart citizen services (citizen report system, Key2City, smart parking, and MyAlert).

TM One is adding further value to its clients through its internal practices that enable efficiency. The company equips representatives with skills to utilize AI, machine learning (ML), and robotic process automation to deliver superior experiences throughout the customer journey. Furthermore, AI and ML-enabled processes automate routine tasks, augmenting contact center agents. For example, implementing humanized predictive chatbots for product inquiries and billing purposes serves end-users quickly and efficiently and reduces agents' workloads. This efficiency is key to providing on-demand CX and business support services while reducing costs and delivering value-added business solutions.

"TM One's efficiency in delivering value-added services to its clients' BPM solutions stems from its structured internal processes. Using a combination of design thinking, lean six sigma principals, and agile processes, the company generates product ideas, turns them into working business models, and delivers solutions to market swiftly. Through this robust process TM One delivers customized CX solutions in a quick and incremental manner to specifically meet client needs."

- Sherrel Roche, Industry Principal

Through the technical heritage of its parent company, TM, TM One delivers digital technology solutions to its clients. This is advantageous for the company as it does not have to invest heavily into cloud, connectivity, cybersecurity, and other smart solutions, translating to cost savings for clients. Additionally, with the financial uncertainties caused by the COVID-19 global pandemic, many enterprises faced the possibility of reducing their spending on CX solutions. TM One introduced a transaction-based business model to assuage these concerns, enabling clients to continue providing an outstanding CX at a fraction of the cost. TM One also helps clients save on costs by guiding them through specific problems and solutions rather than implementing a larger plan outside of their budget. TM

One's technology expertise, training representatives on end-to-end CX processes, and commitment to value-centric rather than price-centric services enables it to deliver enhanced BPM and CX solutions with competitive pricing.

TM One's support does not end with its clients. The company believes strongly in its corporate social responsibility (CSR), especially in Malaysia. Throughout the COVID-19 global pandemic, the company has helped the Malaysian government's response by enabling quick delivery of resources across the country. TM One also aims to ensure the well-being of its employees in both their physical and mental health. To this end, the company provides employees with food, personal protective equipment, and sets up vaccination programs to help ease the burden from the pandemic. TM One's CSR endeavors help maintain a healthy and happy workplace, ensuring successful financial performance for shareholders and stakeholders.

Ensuring Growth with New Business Processes and Customer Experience Endeavors

TM One's success is attributable to a number of the company's innovative undertakings. The company's expansion of services beyond contact center support enables it to provide clients with business solutions that ensure their longevity. From automation to analytics to chatbots to cloud platform solutions, the company delivers services across the entire spectrum of the customer's lifecycle. TM One is also exploring a gig-economy worker model that enables it to institute business solutions that are more adaptable to clients' needs at the moment and provides financial flexibility. Endeavors such as these demonstrate the company's agility in identifying trends in the industry and successfully implementing key innovations. TM One's productivity strategy ensures it expands its BPM services for current clients while also broadening its solutions to entice potential clients in public services, oil and gas, and educational sectors.

Conclusion

Retail and service customers desire greater accessibility and quick responses to their customer service queries. Additionally, for those in the customer experience outsourcing services sector, industry leaders must provide holistic value propositions to improve business processes and experiences. TM One utilizes technological advancements to automate and optimize customer experience (CX) solutions, provide managed connectivity and technology, cybersecurity, cloud, data center and smart services, to provide a critical competitive advantage in enterprises' day-to-day operations. TM One works alongside enterprise, government, education, and public sector clients to identify and implement effective and financially sound business process management (BPM) and CX solutions. TM One also believes in supporting its representatives' mental and physical health, providing food, personal protective equipment, and access to medical facilities throughout the COVID-19 global pandemic.

With its strong overall performance, TM One earns Frost & Sullivan's 2021 Malaysia Customer Value Leadership Award in the domestic customer experience outsourcing services industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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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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)**

