TDGX rides the digitalisation wave

Embracing digital trends is the reason behind the 2019 Enterprise 50 top winner’s success in the business outsourcing industry.

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The global Covid-19 pandemic accelerated the push towards digitalisation, which was right up TDGX Holdings Pei Lin’s alley as the Singapore headquartered company is a digital enabler, providing outsourced digital customer care.

Founded in 1995, TDGX is a global leader in business process services, with operations in Spain, China, Hong Kong, Japan, Thailand, Malaysia, the Philippines and Singapore.

It employs more than 5,900 staff to support critical outsourced customer experience (CX) services in the digital economy.

These services are offered to more than 20 languages, enabling TDGX to deliver innovative customer experience solutions across the globe, and its offices in the region look after clients in the Asia-Pacific region.

TDGX is synonymous with Transformative Digital Customer Experience, and was named the top winner at the Enterprise 50 Awards 2019, a huge accolade for a new entrant in the prestigious competition.

Its success is attributed to its innovative and client-centric solutions that power business in the new economy, as well as enable digital transformation for clients in the brick-and-mortar economy.

A digital enabler

TDGX’s main business model offers a suite of solutions tailored to each client, comprising the three main lines of business: digital customer care, sales and digital marketing and constant moderation. Through these business solutions, TDGX thrives as a 24/7 customer engagement hub for its clients.

It helps clients manage relationships with their customers through omni-channel digital customer care solutions that in turn ensure a positive brand experience for their customers.

TDGX deploys specialists who provide market insights and develop growth strategies for clients to achieve optimal results with targeted end users, thereby driving online advertising spend. It also provides content moderation and monitoring services to ensure a safe online environment for users.

The company has been proactive in leveraging technology to improve productivity to deliver complex and value-added services for clients. It uses data-driven analytics to provide clients with insightful solutions and recommendations, growing alongside clients on their digital transformation journey.

Over the past two years, TDGX has achieved a compound annual growth rate of 60 per cent. The strong growth is driven by the acquisition of new accounts and the growth of existing key accounts. TDGX’s performance is due to its ability to stay nimble, agile and adapt.

Equipped founder and chief executive officer Laurent Junque: “We could have been a lot bigger if we had gone for high volume but low value growth. However, by staying nimble and focusing on only high value growth, we have low staff turnover and we are able to attract better clients. Scale does not always bring you the advantage, agility does.”

Besides staying agile, TDGX will continue its growth trajectory through selective entry into new strategic markets, to expand its global footprint and to be a world-class client provider.

TDGX has been able to expand significantly and remain nimble due to its strong leadership.

Leaders behind the success

Much of TDGX’s success can be attributed to the ability of Mr Junque to foresee changing trends and to take advantage of them, giving it the first mover advantage.

Although TDGX began as a tele-marketing company, Mr Junque astutely foresaw a shift towards the digital economy, at a time when tele-marketing became saturated. He noted the digital wave and moved into offerings such as Digital Customer Care and Account Management, just as the digital space became the next big thing.

In fact, it was his foresight that saw TDGX promote its Work-Home Solution, which helps companies develop their work from home capabilities, even before the Covid-19 pandemic in 2020.

This ability to anticipate new trends is linked to Mr Junque’s belief to stay close to clients to understand their issues. He explained that being close to them allows him “to always be smilling the opportunities and seize where the opportunities are arising and to stay agile.”

Recognising his role in leading TDGX, he was conferred the 2018 ET Entrepreneur of the Year Award in the Outsourced Solutions category, which honours top entrepreneurs from more than 1,450 cities in 60 countries who have displayed a spirit of innovative excellence.

He prefers to work with aspiring entrepreneurs: “Dream big, commit to them; do not be afraid of failure and choose partnerships wisely.”

Employer of choice

As a business outsourcing service provider, employees are an important element in TDGX’s business. It requires high-quality talent to meet clients’ demands and provide them with value-added outsourced services.

TDGX has constantly sought to be the employer of choice, leading it to be ranked 5th Best Employer in Singapore by the Harris Interactive and Singapore HR Awards in 2020. TDGX’s successful employer branding can be attributed to its continuous efforts to improve and optimise its employees’ experience. It was of course done with digitisation.

In 2017, TDGX digitalised its HR process, and designed new systems as part of its baseline infrastructure. New tracking systems such as compensation and benefits, and staff attraction that utilise analytics to gain valuable insights into staff retention, were added.

TDGX also invested in its employer branding. It was rebranded in late 2019 from TeleDirect to TDGX to more accurately represent its new focus as a digital enabler.

Frequent engagement on social media platforms to increase online presence and establish career development frameworks have boosted TDGX’s employer branding profile.

These efforts have helped to portray TDGX as a ‘career accelerator’ that ‘attracts, grows and toughen’ to turn them into diamonds through its career process, pointed out Mr Junque.

The strong employee-employer connection gives TDGX hiring power. Mr Junque noted that the hiring power is how TDGX adds value to clients.

“When our clients come to us, they want to see that we have the power to hire, we are able to deliver great resources, whether in Singapore or internationally within a short period of time, with a high level of competency,” he explained.

Personally, Mr Junque is most exci- ted about the possibility of taking the company to the next level. TDGX, he said, “has arrived at a certain level in terms of scale, reaching the level of being recognised globally.”