

Everest Group Trust and Safety PEAK Matrix® Assessment 2023

Focus on Tech Mahindra
June 2023



Introduction

Trust and safety has evolved from being a cost function to a strategy function. With the rise of new content types such as generative AI, Metaverse at a fast pace, enterprises are faced with newer challenges. Enterprises are focused on providing a safe experience to their users amid increasing regulatory scrutiny. Providers play a significant role in supporting enterprises in keeping their platform safe at scale by providing large talent pool to cater to the localization needs. The current trust and safety landscape has service providers across multiple categories – IT/BPO, Contact Center Outsourcing (CCO) providers, and niche/specialist providers – who are gearing up to serve the diverse needs of the market.

Service providers are focusing on becoming strategic partners of enterprises and helping them solve these challenges. Going beyond operational challenges, now service providers are working on identifying trends across services of moderation, user safety, identity theft to proactively help enterprises keep their users safe on the platform.

In this research, we present an assessment and detailed profiles of 25 trust and safety providers featured on the [Trust and Safety Services PEAK Matrix® Assessment 2023](#). Each provider profile provides a comprehensive picture of its service focus, through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group’s annual RFI process for calendar year 2022, interactions with leading trust and safety providers, client reference checks, and an ongoing analysis of the trust and safety services market.

This report includes the profiles of the following 25 leading trust and safety providers featured on the Trust and Safety PEAK Matrix:

- **Leaders:** Accenture, Concentrix, Genpact, Majorel, TaskUs, and Teleperformance
- **Major Contenders:** Alorica, Appen, Cognizant, Conectys, Foundever, GlobalLogic, ModSquad, Sutherland, TDCX, Tech Mahindra, TELUS International, Vaco, Webhelp, WebPurify, and Wipro
- **Aspirants:** Cogito Tech, HGS, LXT, and TTEC

Scope of this report



Geography
Global



Providers
This research covers the following 25 trust and safety service providers: Accenture, Alorica, Appen, Cogito Tech, Cognizant, Concentrix, Conectys, Foundever, Genpact, GlobalLogic, HGS, LXT, Majorel, ModSquad, Sutherland, TaskUs, TDCX, Tech Mahindra, Teleperformance, TELUS International, TTEC, Vaco, Webhelp, WebPurify, and Wipro



Services
Trust and safety services

Trust and safety services PEAK Matrix® characteristics

Leaders

Accenture, Concentrix, Genpact, Majorel, TaskUs, and Teleperformance

- Going beyond investing in strengthening all round trust and safety capabilities, Leaders are focused on becoming strategic partners of enterprises by supporting them beyond scale and proactively catering to the evolving needs of clients
- Leaders have deep domain and industry expertise. To increase the efficiency of their delivery, they are investing in technology solutions. While some of the leaders are providing end-to-end platform solution, others are using mature technology solutions to simplify the work of moderators. Most of them are using technology to proactively monitor the wellbeing of their moderators
- Leaders leverage their superior analytics capabilities and have set up a dedicated practice to monitor the evolution of trust and safety policies and continue providing recommendations to the client teams on closing policy gaps
- They also leverage their scale of operation and delivery presence across onshore, nearshore, and offshore locations to cater to varied strategic requirements of clients. They have strong capabilities to moderate content in a variety of languages and content types

Major Contenders

Alorica, Appen, Cognizant, Conectys, Foundever, GlobalLogic, ModSquad, Sutherland, TDCX, Tech Mahindra, TELUS International, Vaco, Webhelp, WebPurify, and Wipro

- Most Major Contenders continue to focus on the wellbeing of their workforce and offer technology capabilities to their clients. While some of them have invested in developing content moderation AI technology offerings for their clients, the others offer workforce management tools
- Some Major Contenders have emerged as strong regional players and are investing in increasing the scope of their services

Aspirants

Cogito Tech, HGS, LXT, and TTEC

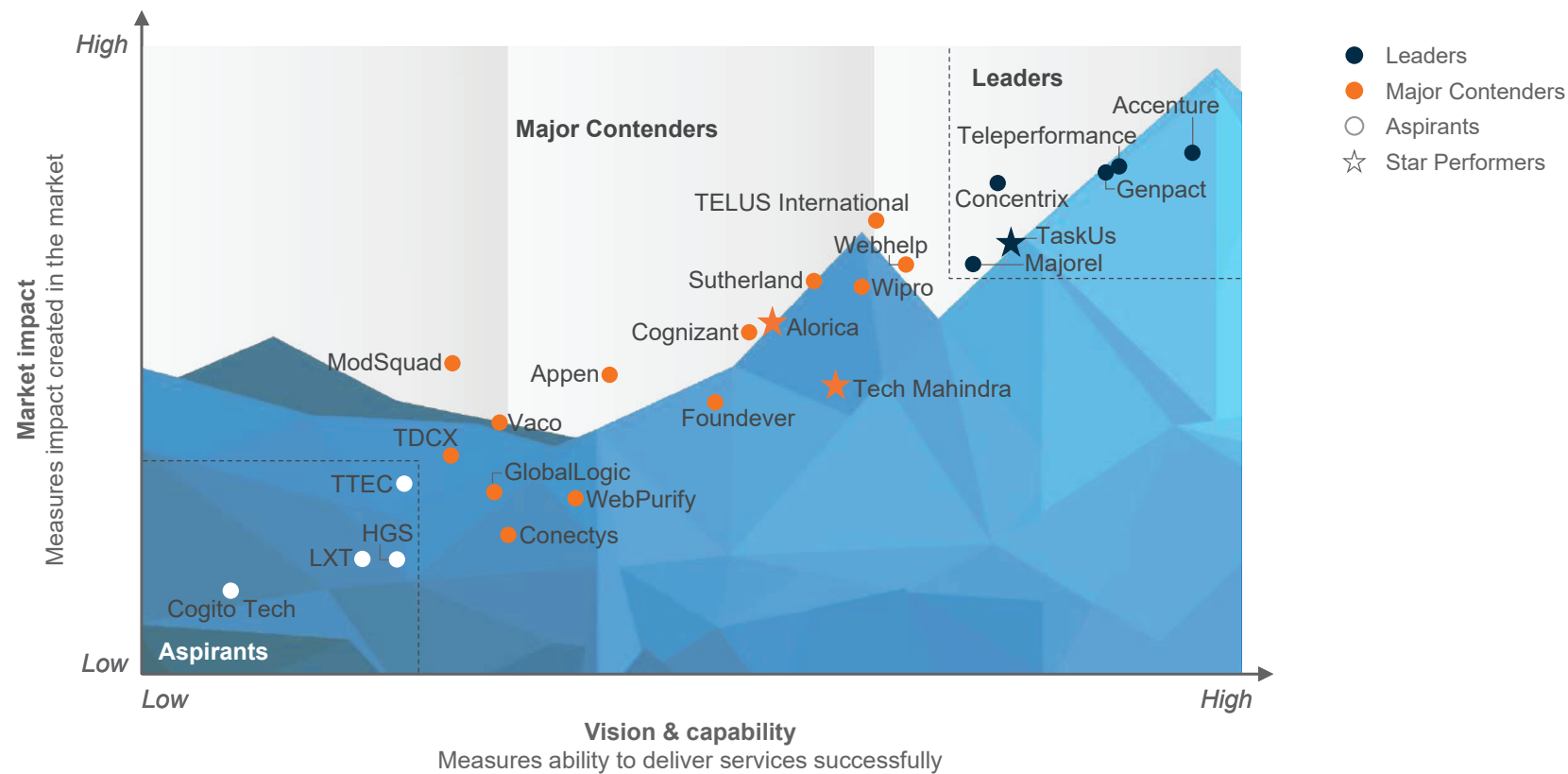
Aspirants have focused on expanding their existing trust and safety scope of services beyond niche services. While they continue to invest in technology capabilities, their current set of capabilities and limited scale may not be the best suited to handle end-to-end requirements for large organizations. The aspirants also have limited experience in handling complex and egregious forms of content

Everest Group PEAK Matrix®

Trust and Safety Services PEAK Matrix® Assessment 2023 | Tech Mahindra is positioned as a Major Contender and a Star Performer



Everest Group Trust and Safety Services PEAK Matrix® Assessment 2023^{1,2}



1 Assessments for Appen, Cogito Tech, HGS, ModSquad, and Wipro exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with trust and safety buyers

2 There have been changes in the assessment methodology and weights of parameters in the current i.e., 2022 assessment, compared to the 2021 assessment

Source: Everest Group (2023)

Tech Mahindra profile (page 1 of 5)

Overview

Company overview

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and the society to rise. It is focused on leveraging technologies including 5G, blockchain, metaverse, quantum computing, cybersecurity, AI, and more, to enable end-to-end digital transformation for global customers. It has around 6,000+ experienced T&S professionals working with various clients.

Headquarters: Pune, India

Website: www.techmahindra.com

Key leaders

- **CP Gurnani**, Managing Director and Chief Executive Officer
- **Birendra Sen**, Business Head, Tech Mahindra Business Process Services
- **Bharath Vasudevan**, Chief Capability Officer
- **Sathish Kasthuri**, Practice Head, Trust & Safety

Trust and safety services	2020 ¹	2021 ¹	2022 ¹
Revenue (US\$ million)	Not disclosed		100-120
Number of FTEs ¹	3,500-4,000	4,800-5,300	6,300-6,800
Number of gig workers	Not disclosed		60,000+
Number of clients	8-12	10-15	15-20

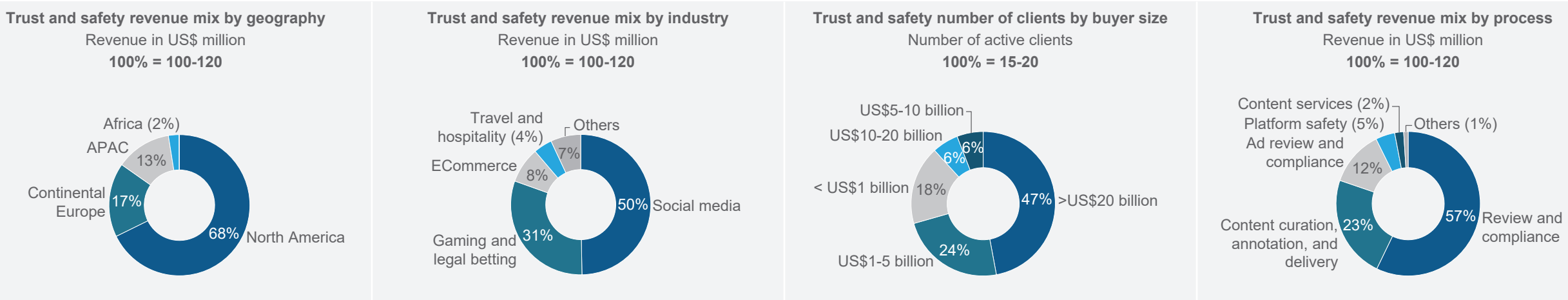
Recent trust and safety services-related developments/investments

Areas	Developments/Investments
T&S-specific technology capabilities	<ul style="list-style-type: none">• TechMVerse: it is a metaverse practice to deliver interactive and immersive experiences in the metaverse for its customers• Populii, formerly known as Datamime: it is an in-house workflow tool used across the content management life cycle including for tagging, relevance, moderation, and collection• Sayint: it is a conversational analytics solution that offers Speech to Text (STT) models, conversational intelligence, and intelligent process automation• Socio: it is a one-stop- solution to manage all social media requirements such as online reputation management
Other technology capabilities	It upgraded its in-house tool AURA to AURA+
Wellbeing initiatives	<ul style="list-style-type: none">• Appointed a Global Wellness Officer• Launched 24*7 counsellor support for employees• Developed tools for psychometric assessments
Others	<ul style="list-style-type: none">• Acquired Allyis, a company that offers cloud, AI, engineering, data analytics, and technical support services, as well as services for content moderation, content augmentation, and trust and safety• Acquired Activus, a leading work-from-home provider for content moderation and customer experience in the SmartVirtual™• Acquired Lodestone, which offers a holistic approach to developing and scaling ML. It provides an end-to-end support model that helps its customers improve their AI• Acquired Zen3, an AI-first, data-driven, and cloud-native organization

¹ 12 months ending December 31 of any particular year, i.e., from January 1, YYYY to December 31, YYYY

Tech Mahindra profile (page 2 of 5)

Client portfolio



Key trust and safety engagements				
Client name	Work type	Region	Client since	
A search engine company	Content curation, annotation, and delivery; review and compliance; and platform safety	North America, Europe, UK, LATAM, Asia Pacific, Middle East, and Africa	Not disclosed	
A software company	Content curation, annotation, and delivery; review and compliance; content services; and ad review and compliance	North America, Europe, UK, LATAM, Asia Pacific, Middle East, and Africa	Not disclosed	
A gaming company	Review and compliance	North America, Europe, UK, Middle East & Asia Pacific	Not disclosed	
A retail eCommerce company	Ad review and compliance	North America, Europe, UK, Middle East & Asia Pacific	Not disclosed	

Tech Mahindra profile (page 3 of 5)
Key delivery locations



Tech Mahindra profile (page 4 of 5)










Technology solutions/tools

Technology name	Year launched	Description	No. of clients
TechMVerse	Not disclosed	It is a metaverse practice to deliver interactive and immersive experiences in the metaverse for its customers with an aim to transform CX and deliver real business outcomes.	Not disclosed
Populii, formerly known as Datamime	Not disclosed	It is an internal workflow solution for content management projects, allowing it to simply perform and manage operations involving human annotation. The tool offers a framework for services including information gathering, quality assessment, transcription, and annotation across various data formats.	Not disclosed
Sayint	Not disclosed	It is a conversational analytics solution that offers Speech to Text (STT) models, conversational intelligence, and intelligent process automation.	Not disclosed
Socio	Not disclosed	It is a one-stop solution offering to manage all social media requirements like such as online reputation management.	Not disclosed
Aura	Not disclosed	It is an in-house quality tool that can audit the complete end-to-end content process in one go.	Not disclosed
UNO	Not disclosed	It is a tool to automate the maker/checker process to minimize the QA efforts in content management.	Not disclosed
Seer	Not disclosed	It is a one-stop solution for all advanced analytics use cases in the contact center world. This platform can offer support from the data management level on premise as well as on the cloud to running inbuilt ML algorithms, and finally presenting recommendations through a visualization layer. There are multiple platform options for each layer, giving customers the flexibility to choose their preferred setup.	Not disclosed
mTAG	Not disclosed	It is a solution built using AI, big data analytics, and ML algorithms to enhance the effectiveness of search within any text content. It employs big data concepts to navigate through the UGC content, identifying relevant keywords, and automatically adding them as metadata tags.	Not disclosed
Lodestone	Not disclosed	It is a tool that offers a holistic approach to develop and scale ML. It offers a complete support strategy to assist its customers in improving their AI.	Not disclosed
SMART MIS	Not disclosed	It is a platform-driven MIS reporting solution that offers alternatives for multivariate analysis and close to real-time decision making through pre-packaged yet customized reports.	Not disclosed
Virtual Analyst	Not disclosed	It is a tool that brings out not only a visualization layer to the data, but also uses the power of AI to bring out dozens of insights within seconds. This helps users utilize the power of AI-driven insights even without any knowledge of coding.	Not disclosed

Tech Mahindra profile (page 5 of 5)

Everest Group assessment – Major Contender and Star Performer

Measure of capability:  Low  High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Tech Mahindra provides services across the trust and safety services value chain. It has also added new services such as fact checking review, platform abuse review, and PR crisis management
- Tech Mahindra has presence in all major industries such as social media, eCommerce, and BFSI and FinTech. It has also started offering services to clients in the gaming and legal betting industry
- Tech Mahindra has strong experience in serving North American and European buyers
- To realize its vision of offering hyper local delivery of trust and safety services at a global scale, it has widened its delivery network to now include locations such as Ghana, and Japan
- It has acquired **Lodestone**, which has helped it in scaling its machine learning solutions to the market. The acquisition helps it to improve its offering in the content curation space helping it deliver data management and data quality solutions

Limitations

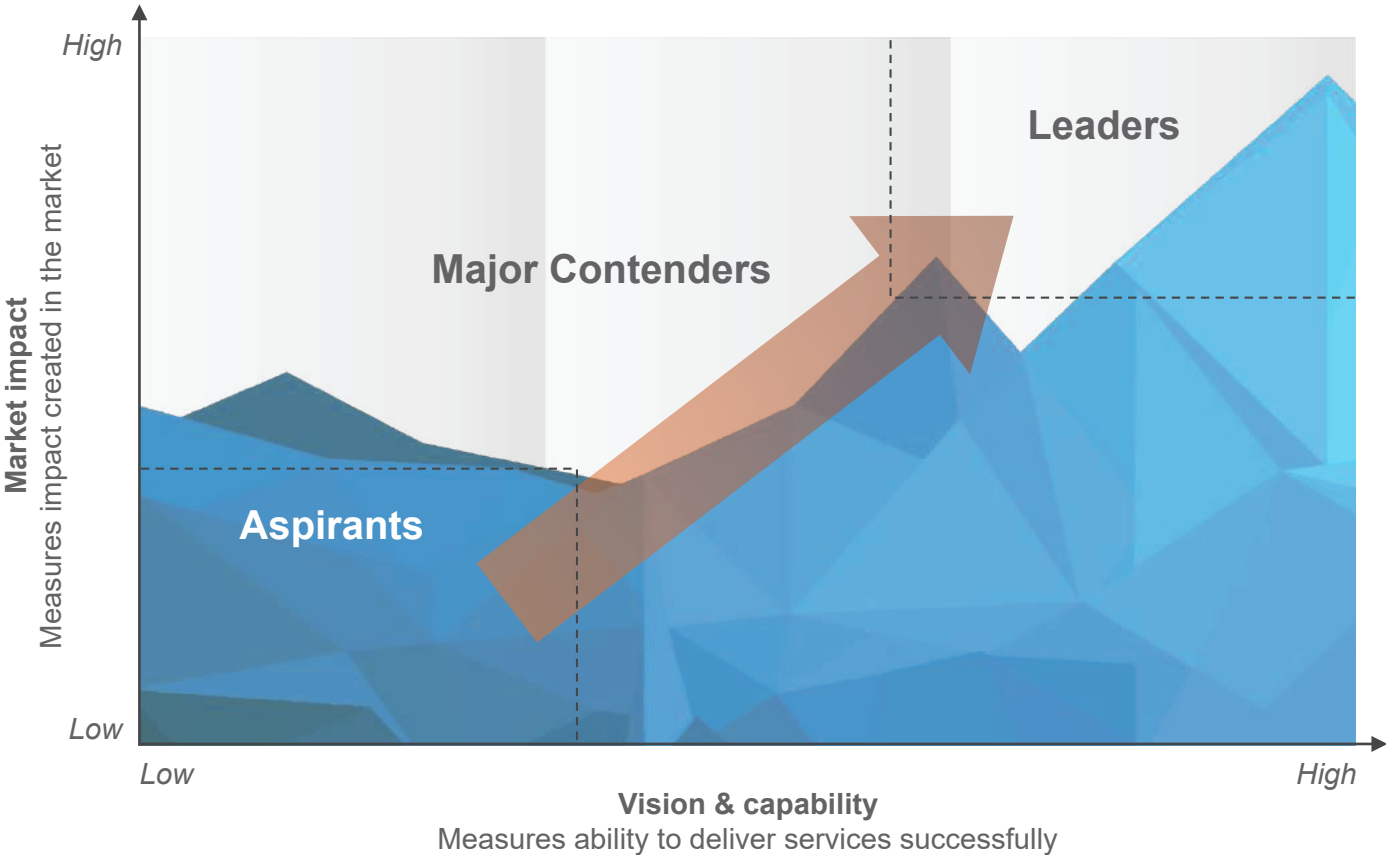
- Tech Mahindra has only recently begun offering trust and safety services to clients in gaming and legal betting industry, and hence its capabilities in serving the needs of this industry would be only evident in the time to come
- Tech Mahindra’s delivery is skewed toward offshore locations. Its concentrated delivery base hinders enterprise localization requirements at scale
- While Tech Mahindra has recently made investments in the area of live moderation, its expertise in moderating live content would only be proven in the time to come
- While the provider has taken several steps to manage employee wellbeing, the leverage of digital tools for monitoring the wellbeing of its moderators is lower than some of its peers

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



Everest Group PEAK Matrix





Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

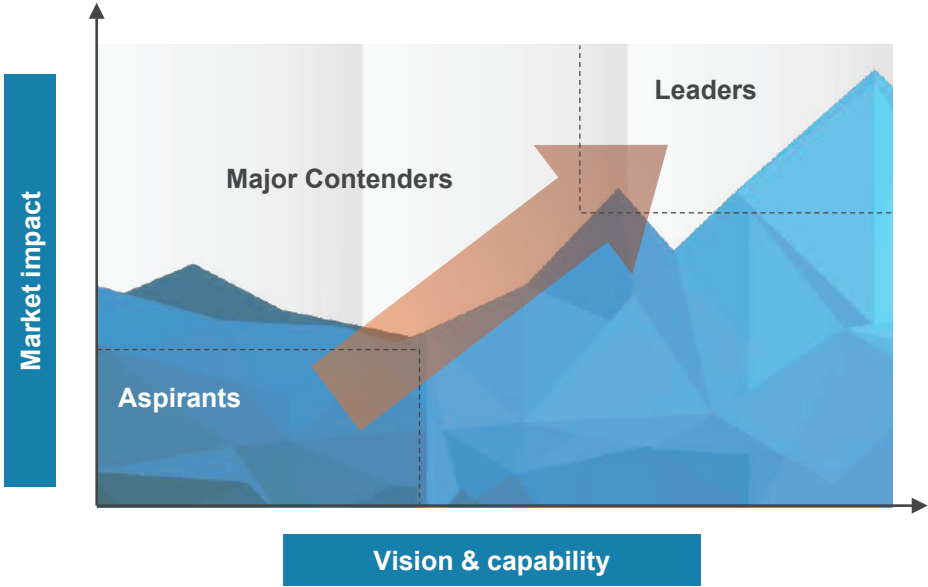
Number of clients, revenue base, YoY growth, and deal value/volume

Portfolio mix

Diversity of client/revenue base across geographies and type of engagements

Value delivered

Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Scope of services offered

Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments

Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

Delivery footprint

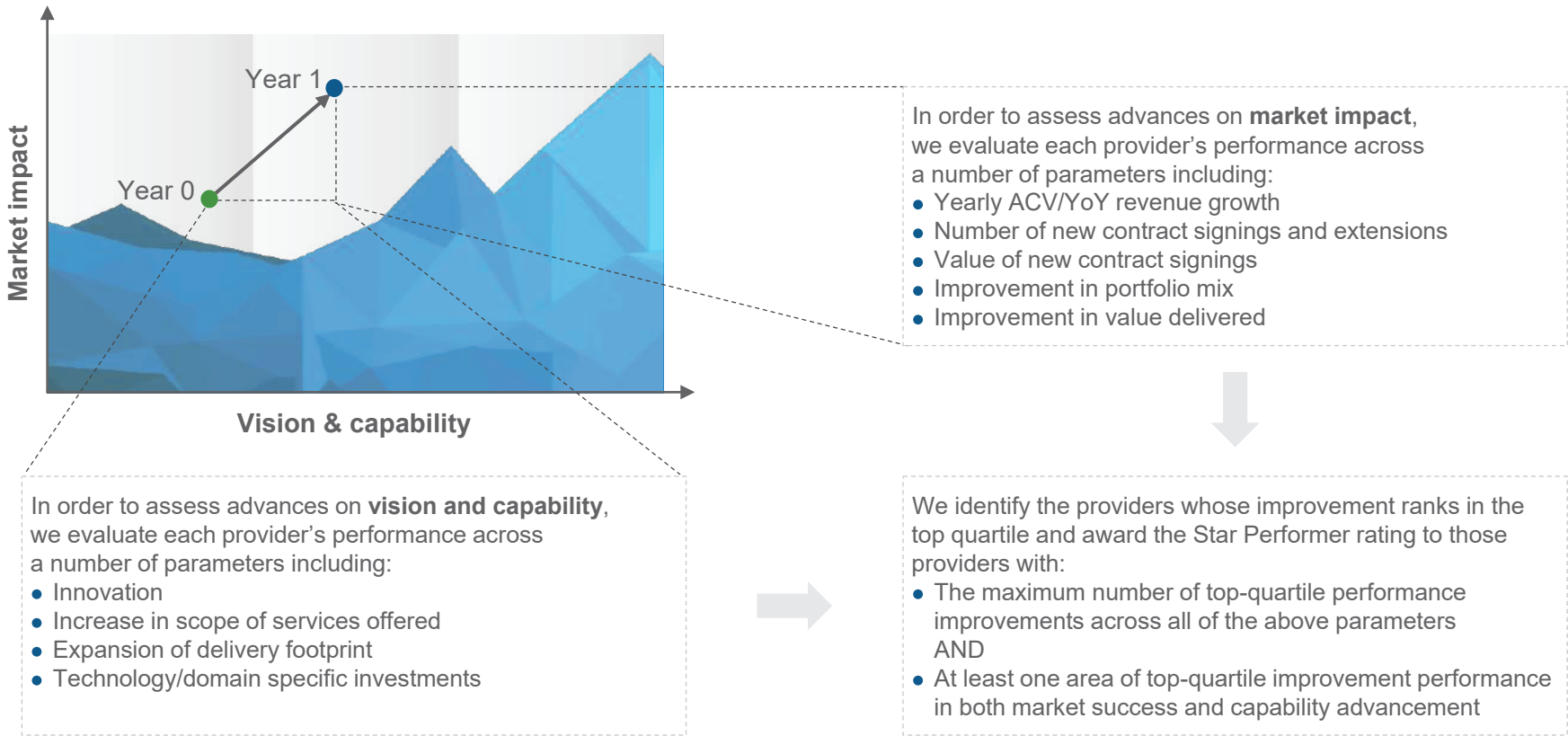
Delivery footprint and global sourcing mix



Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
 - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
 - In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
 - Issue a press release declaring positioning; see our [citation policies](#)
 - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
 - Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or [contact us](#)

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

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