

HGS Recognized as a Leader in Customer Management Services for High Tech Sector (Cost Reduction Market Segment)

NelsonHall cites HGS' ability to cut costs and deliver a high level of customer experience for global clients

DECEMBER 7, 2015 (CHICAGO, IL.) – Hinduja Global Solutions Limited (HGS), (listed on NSE & BSE in India) a global leader in business process management, today announced its ranking as a "Leader" in the NelsonHall Vendor Evaluation and Assessment Tool (NEAT) for Customer Management Services in the High Tech sector, with specific focus on cost reduction.

HGS' ranking is based on its ability to deliver immediate benefits to clients as well as meet their future requirements by reducing costs and evolving the customer experience. According to NelsonHall analysts, the company's strengths include its proprietary platform for multichannel sales and support, ability to integrate and manage customer service and high level of experience in supporting warranty registrations.

"As high tech companies become increasingly consumer-driven, it's critical they have a business process management partner that can drive growth by delivering an exceptional customer experience," said **Chris Lord, SVP, Global Growth Strategy at HGS**. "The NEAT Report ranking is a testament to our ability to help brands be more competitive and stay ahead of the curve through unified multichannel communications."

The NelsonHall report examined HGS' key offerings, strategies, and strengths in customer management services.

"HGS is investing in its support of the digital household as part of its focus on the high tech sector," said **Vicki Jenkins, Industry Analyst at NelsonHall**. "In addition to supporting traditional high tech sector companies such as manufacturers of computers, TVs, cameras, and tablets, it has built relationships with non-traditional high tech manufacturers of products such as Wi-Fi-connected crockpots and high tech beds. It has increased its reach in supporting the expanding market."

The NEAT tool shows how customer management services vendors are positioned in the marketplace overall and against specific business criteria such as cost reduction. Evaluations are based on a combination of interviews with the vendors and their clients, plus extensive NelsonHall analysis. The vendors are scored against a wide range of criteria, establishing a number of scenarios, each representing a different business situation or client business need.

About HGS

HGS is a leader in optimizing the customer experience and helping clients to become more competitive. HGS provides a full suite of business process management services from marketing and digital enablement services, consumer interaction services to platform enabling back office business services. By applying analytics and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and



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helps retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, consumer packaged goods industries, and the public sector. HGS operates on a global landscape with about 40,000 employees in 65 worldwide locations delivering localized solutions. For the year ended 31st March 2015, HGS posted revenue of US \$ 458 million. HGS, part of the multi-billion dollar Hinduja Group, has over four decades of experience working with some of the world's most recognized brands.

About NelsonHall

NelsonHall is the leading global BPO and ITO research and analysis firm, with analysts across the US, UK, and Continental Europe. Founded in 1998, the company takes a global approach to analysis of vendors and outsourcing markets and is widely respected for the quality and depth of its research. NelsonHall also offers a suite of "Speed-to-Source" tools (NEAT), that assist buy-side executives in saving time and money, while enhancing the quality of their sourcing decisions in BPO and ITO evaluations.

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