

HFS Research Ranks HGS in the Top 3 for Voice of the Customer in Survey of More Than 300

HGS Challenges Status Quo as Recognized Digital CX Thought Leader

Chicago, IL – March 20, 2019: Hinduja Global Solutions Ltd. (HGS), (Listed on NSE & BSE in India), a global leader in business process management (BPM), was ranked in the top 10 for three separate categories in the HFS Research Top 10 Front Office Customer Engagement Operations Services 2019 report.

[HFS Research](#) evaluated 23 business process management providers, with 300 reference clients, to create a comprehensive study of customer engagement operations services for buyers — and potential buyers — of outsourcing services. Among world-class BPM providers, the independent HFS Research has ranked HGS as a top provider for:

- Voice of the Customer
- Vision and Go-To Market Innovation Capability
- Customer Engagement Operations

HFS Research describes HGS as a digital customer experience thought leader. as HGS has been carefully developing digital customer experience capability and vision, and it is resonating well with their clients.

“HGS has taken a strong thought leadership approach to the customer engagement challenge of finding the right balance between automation, self-service, and traditional interactions,” **said Melissa O’Brien, Research Vice President, HFS Research.** “HGS's investment in developing its DigiCX® capability and messaging to address this challenge seems to be resonating with customers, as evidenced by its number three placement in our Voice of the Customer rankings. When operational challenges inevitably arise, HGS team members roll up their sleeves, taking ownership in finding a solution.”

HGS is not another large-scale outsourcing provider specializing in labor arbitrage by offshoring to provide the cheapest possible service solution. HGS has built long-term relationships with clients, earning 68 percent of revenues from clients that have been with HGS for 10-plus years. These tenured relationships are built on HGS’s ability to be agile, solve a client’s traditional customer engagement requirements and evolve with the business, intelligently innovating over time to drive greater customer satisfaction, advocacy and share of wallet.

Partha DeSarkar, Global Chief Executive Officer, HGS, explains the reason behind HGS’s digital, partnership focus: “While clients hire HGS to address their immediate customer engagement requirements, ultimately they trust us to enhance their customer experience, led by value, insights and digital innovation they cannot provide from within. HGS strives to offer the right blend of digital and traditional interaction services and we are honored to be recognized in a list that is based on the feedback from 300 buyers of engagement services.”

The full report from HFS includes complete rankings for all 23 companies evaluated, top-company listings in five main categories, a summary of 2018 customer service trends and independently produced profiles for each of the top 10 customer engagement operations providers. Interested readers can download an excerpt of the report [here](#).

About HFS Research

The HFS mission is to provide visionary insight into major innovations impacting business operations, including: automation, artificial intelligence, blockchain, digital business models, and smart analytics. We focus on the future of operations across key industries. We influence the strategies of enterprise customers to develop operational backbones to stay competitive and partner with capable services providers, technology suppliers, and third-party advisors.

[Read more](#)

About Hinduja Global Solutions (HGS)

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics and digital with domain expertise focusing on back office processing, contact centers and HRO solutions to deliver transformational impact to clients. Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a true “globally local” approach, with over 44,567 employees across 75 delivery centers in seven countries making a difference to some of the world’s leading brands across nine key verticals. For the year ended 31st March 2018, HGS had revenues of US\$ 597 million.

Visit www.teamhgs.com to learn how HGS can help make your business more competitive.

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