

HGS Commitment to Optimizing CX Earns Top Honors for Best Outsourcing Partnership

HGS recognized for the third consecutive year at 2017 Contact Center World Top Ranking Performers (Americas) Awards

July 26, 2017 (CHICAGO) – Hinduja Global Solutions (HGS), (listed on NSE & BSE in India) a global leader in optimizing customer experience (CX) to drive business results consistently for its clients, received a Gold award for Best Outsourcing Partnership for the third consecutive year at the 2017 Contact Center World Americas Awards. The annual awards competition is hosted by ContactCenterWorld.com. Honorees from North and South America gathered in Orlando, Florida, on June 20-23, 2017 to celebrate the top-ranking performers in the outsourcing industry.

“We are honored to be recognized by one of the world’s largest contact center associations as a trailblazer in outsourcing partnerships and self-service technology,” said **Andrew Kokes, Global Head Marketing**. “At HGS, our core focus is to provide the best customer experience by applying a simple design thinking methodology and always putting ourselves in the shoes of the consumer. We believe in transforming standard industry approaches, in delivering significant outcomes for our clients’ bottomlines, and helping customers get to the right answer, fast.”

HGS is a strategic partner to its clients, like Jarden Consumer Solutions, offering innovative solutions aligned with the client’s business objectives beyond the services provided by a traditional business process outsourcing (BPO) company. These partnerships involve mutual trust and accountability in full alignment of the client’s growth strategy and a shared vision to optimize the customer experience. HGS delivers significant outcomes to address challenges of growth, workforce management, need for digital solutions, sales and social media support. As a result, HGS has successfully supported its clients to grow their business, increase revenue and enhance their customer experience.

Integrating Bots & Brains:

In addition, HGS also received a Gold award for Best Use of Self-Service Technology for the second consecutive year with its integration of bots and brains. HGS has been helping major clients transform their traditional call center approach to a Unified CX Strategy® with DigiCX® solutions that lead with self-service. This integration of **bots** – automation, artificial intelligence – **and brains** – human agents – significantly enhances the customer experience. HGS’s self-service solutions are designed to empower consumers to Get the Right Answer Fast. The solution has built-in analytics that identify the top call drivers, enabling HGS to create how-to videos and improve the FAQs to better support customer inquiries.

“Our self-service solution is based on a [Smart Channel Selector](#) algorithm, which is intelligent in offering the right type of channel based on customer issue type,” said **Parikshit Kalra, SVP, Solutions and Capabilities**. “This increases the probability of first contact resolution and customers do not have to keep shuffling between different channels. Based on this strategy, we are delivering an average 20 percent call volume deflection and 97 percent resolution rate. This is a key differentiator for us to compete in the industry.”

Contact Center World is the premier organization for contact center industry professionals to learn about best practices and meet other talent in the field.

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 (BPM) services from traditional voice contact center services and transformational DigiCX services that are unifying customer engagement to platform-based, back-office services and digital marketing solutions. By applying analytics, automation, and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency, and helps retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, and consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with over 44,200 employees in 68 worldwide locations delivering localized solutions. For the year ended 31st March 2017, HGS had revenues of US\$ 555 million. HGS, part of the multi-billion dollar Hinduja Group, has more than four decades of experience working with some of the world's most recognized brands.

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