



PRESS RELEASE

HGS and Conversable Partner to Transform Customer Experience Through Intelligent Integration of Bots and Brains

Strategic partnership enhances HGS' CX offerings with artificial intelligence and automation, and a seamless integration of human agents

June 28, 2017 BANGALORE/CHICAGO – Hinduja Global Solutions (HGS), (listed on NSE & BSE in India) a global leader in customer experience (CX), today announced a strategic global partnership with Conversable, the leading Artificial Intelligence (AI) -powered conversational intelligence platform. This alliance fuels HGS' service offerings for clients while delivering an enhanced customer experience for consumers, leading with bots – AI and automation via messaging -- and intelligently integrating brains -- human agents.

HGS is the business process outsourcing (BPO) leader in transforming traditional approaches to customer experience, creating amazing customer experiences while leveraging analytics and AI to improve bots' ability to successfully manage conversation without the need for human intervention. Conversable is the leader in creating smart, automated customer engagement and conversations through multiple messaging channels. Together, HGS and Conversable form a unique ecosystem, applying design thinking concepts to unify a customer experience strategy that enables conversations to start in virtually any channel of convenience for the customer and pivot seamlessly to human assistance, helping them get the right answer, fast. The new partnership solution is focused on driving business outcomes for clients – growth in sales and revenue, improvements in customer service Net Promoter Scores (NPS) and resolution rate, as well as cost transformation.

"We are excited to join forces with Conversable to provide AI-powered messaging technology to transform customer experiences driven by digital innovations and key design principles," said **Partha DeSarkar, Global CEO, HGS**. "HGS's approach has always been to create win-win solutions by optimizing the customer experience for consumers and delivering positive business impact for our clients. This partnership with Conversable is the best-in-class integration of bots and brains which is the future of our industry."

"Both Conversable and HGS are committed to reaching customers when and where they want. Enabling this kind of customer support at scale has empowered brands and representatives to provide personalized experiences when it matters most. We're thrilled to be partnered with them to help realize the future of technology in the customer journey," said **Ben Lamm, CEO and co-founder of Conversable**.

HGS and Conversable's business solution helps companies stay open 24x7 so they are easy to do business with. Companies only need to define objectives and measure results – reduced customer effort, shorter handling time, improved CSat, increased NPS, increased self-resolution rate, and lower cost of service, among others. This turnkey solution mitigates the need for maintaining licenses and software, or for managing human resources, allowing bots and brains to work together for better outcomes. It is also



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scalable based on planned and unplanned demands that could be caused by seasonality, product launches and emergency recalls. In addition, HGS and Conversable provide expertise as a service, giving access to subject matter experts in digital transformation, conversational commerce and customer experience to design, deploy and continuously improve companies' systems.

About Hinduja Global Solutions (HGS)

HGS is a leader in optimizing the customer experience and helping our 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.

About Conversable

Conversable is a conversational intelligence platform. We power the intersection of AI with messaging and voice. Our AI-driven platform helps brands reach their customers with automated experiences on all major messaging and voice applications. Global brands trust our technology to enable conversational commerce, resolve common customer requests, and deliver content on-demand to reach their customers where they are.

Conversable was founded by Andrew Busey and Ben Lamm. The company is headquartered in Austin, Texas, with additional offices in Dallas. To learn more, please visit www.conversable.com.

HGS Media Contacts:

Andrew Kokes
+1 888 747 7911
media@teamhgs.com

Effy Faller
+1 312 861 5257
eibhlin.faller@mslgroup.com

Conversable Media Contact:

Alexa Ball
+1 217 953 1638
alexa@jones-dilworth.com

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