

HGS Unveils DigiCX Suite of Services to Help Companies Deliver Optimized Customer Experiences

DigiCX industry-leading customer engagement solutions provide a unified approach to balance the delivery of great customer experiences and cost transformation

June 8, 2016 (CHICAGO) – Hinduja Global Solutions Limited ([HGS](#)) (Listed on NSE & BSE, India) today launched DigiCX, a suite of CX (Customer Experience) services focused on transforming traditional customer experiences. DigiCX leads with self-service intelligently integrating people to help consumers ‘Get the Right Answer Fast’ at every moment of truth using analytics, automation, and artificial intelligence.

DigiCX will serve companies by incubating innovative ideas to improve customer experiences and implementing new ways to connect through a **Unified Customer Experience Strategy®**.

DigiCX addresses a clear need in the market to deliver great Customer Experience with asset light services at a fraction of the cost of traditional contact center approaches. DigiCX is already improving NPS and advocacy by reducing effort, increasing revenue with personalization, being always open and automating issue resolution with integrated human assistance at key moments of truth.

According to Partha DeSarkar, Global CEO at HGS, “DigiCX offerings help companies measure how and where their customers want to interact and employ the right mix of engagement solutions across voice, digital, and mobile channels. The full-service offering allows companies to balance the need to provide innovative and differentiating customer experience with the business realities of limited capital and time.”

DigiCX enables seamless pivoting from automated to real-time agent interaction, guiding customers efficiently over a variety of channel options to the right answers to their questions.

According to **Ivan Kotzev, NelsonHALL’s Lead Analyst for CMS Delivery & Transformation research at NelsonHALL**, “HGS DigiCX services, leading with self-service and intelligently integrating people at key moments in the brand journey, is finding the balance between enabling digital CX, being innovative and differentiated on behalf of global brands, and managing change in an environment of limited capital and time.”

“If there’s one obstacle facing all organizations today, it’s managing the increasingly fragmented and constant voice of the customer via web, social, and mobile channels. There are so many ways they can reach companies, and it’s glaring when organizations aren’t present where customers expect them to be,” said **Chris Lord, Head of Global Growth, Strategy and Marketing at HGS**.

Current DigiCX solutions like Digi**WEB**, Digi**CHAT** and Digi**TEXT**, along with future offerings, are designed to:

- Optimize customer experience for web self-service

- Intelligently integrate agent support when it adds value
- Learn and improve using analytics, artificial intelligence and automation

For example, HGS Digi**TEXT** service has shown to decrease calls to agents, reducing the cost of voice calls and helping increase customer and agent satisfaction. Similarly, Digi**WEB**, web self-service capability, is like FAQs on steroids, integrating into every channel and resolving as many as 97 percent of web inquiries without the need to escalate to a live support agent.

DigiCX solutions are powered by HGS Digital Natural Assist (DNA), a unified customer experience platform HGS DNA helps companies save time and money with analytics and automation.

“As a leader in customer experience, HGS designed DigiCX as a current and constantly evolving answer for companies looking to keep up with customer needs,” **added Mr. Lord**, “Increasingly, customers will manage their relationships with enterprises without interacting with a human. It is our role to help companies remain competitive in this reality, and DigiCX allows us to transform traditional approaches to customer engagement and deliver on preferences for empowerment driving tomorrow’s customer.”

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 consumer interaction solutions to platform based back office services and digital enablement 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, consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with 40,000 employees in 67 worldwide locations delivering localized solutions. For the year ended 31st March 2016, HGS had revenues of US\$ 507 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.

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