

HGS Enhanced Digital Assist Chat Optimizes Customer Experience

Chat as a Service allows businesses to deliver exceptional customer experience quickly and cost effectively

February 23, 2016 (CHICAGO, IL.) – Hinduja Global Solutions Limited ([HGS](#)) (Listed on NSE & BSE, India), today announced the enhancement of Digital Assist Chat, an intelligent customer engagement service offering that helps businesses enhance their Customer Experience by giving consumers the right answers fast. Digital Assist Chat combines automated and live agent customer support, creating a more personalized, painless, and satisfying customer experience.

“Today’s consumers want immediate and effortless support when an issue arises,” said **Mandeep Kwatra, Vice President of Solutions and Capabilities at HGS**. “We believe as these demands grow, businesses need services that help them quickly deliver the right answers. That’s what Digital Assist Chat is all about – making it easy for customers to help themselves, and seamlessly integrating live agent support when necessary... when it adds value to the customer and the business. And not just on the web any more, with new channels of service and IOT, chat is now more popular than ever on mobile devices.”

Digital Assist Chat intelligent automated agent front end resolves issue without agent assistance and works across multiple channels and mobile/tablet devices, to create a seamless customer experience on the web site, or via messenger in company Apps or 3rd party Apps like Facebook Messenger. The Digital Assist Chat channel capability empowers customers with simple questions to effortlessly access information and answers through self-service options. For more complex questions and issues, customers are automatically directed to a live agent for real-time, personalized support.

“With the expansion of new digital, social, and mobile channels, the entire customer experience needs to be rethought,” said **Chris Lord, Head of Global Growth, Strategy and Marketing at HGS**. “Chat remains a critical channel for building personal and engaging relationships with customers online and in mobile. Our goal with Digital Assist Chat is to ensure consumers get the right answer fast while driving business results with an amazing CX.”

Digital Assist Chat can easily integrate with existing voice channels, and uses smart technology to deflect calls to the appropriate self-service or live agent support channel. Interaction analytics, automation and a common knowledge base are all critical components of HGS DNA that drive consistent experience and self-service resolution optimization. That results in significant cost-savings for businesses and quicker, more personalized support for customers – particularly when they have technical issues that require the use of visual aids to resolve.

Digital Assist Chat is powered by HGS Digital Natural Assist, or DNA, a knowledge management technology that unifies the customer experience across channels. A full-service solution, HGS DNA helps companies in complex industries save time and money by helping customers easily access the information they need, often on their own.

Digital Assist Chat can be deployed in either a proactive or reactive mode, depending on the customer’s activity and business need. Proactive chat invites customers to chat with agent based

on their query, pages browsed, and other criteria. Reactive chat is an interceptive chat option which is instantly enabled when a customer wants to chat with a live agent (e.g. when a customer clicks on a 'contact us' option.)

What is resonating with many Digital Assist Chat customers is the high impact customer experience options that can be quickly configured and enabled such as co-browsing, sharing content, pushing videos, secure forms, interactive engagement, and insight optimization analytics. With Digital Assist Chat high impact CX does not have to come with a platinum price tag, as HGS is working with clients to deploy services in more innovative conversation-based, Chat-as-a-service commercial model that bundles platforms, people and process to focus on business impact and results with no licenses or add-ons to buy. When moving to deploy the Digital Assist Chat service can be deployed quickly and has the native ability to integrate with practically any CRM, knowledgebase, and 3rd party tools required for successful program delivery.

To learn more about Digital Assist Chat and HGS DNA, visit: <http://bit.ly/23F4HQG>

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 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 around 40,000 employees in 65 worldwide locations delivering localized solutions. For the year ended 31st March 2015, HGS had revenues 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.

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February 23, 2016

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Symbol : HGS

Dear Sirs,

Sub: HGS Enhanced Digital Assist Chat Optimizes Customer Experience

We are enclosing a Press Release being issued by the Company on the captioned subject, which is self-explanatory.

Thanking you,

Yours truly,

For Hinduja Global Solutions Limited



Makarand Dewal
Company Secretary

Encl : a/a.