

HGS DigiCX Services Awarded by Frost & Sullivan for Reimagining the Traditional Customer Service Experience for the Digital Age

HGS recognized with the 2016 North American Contact Center Outsourcing New Product Innovation Award for DigiCX suite of services

September 27, 2016 (Chicago) — Hinduja Global Solutions Limited (HGS), (listed on NSE & BSE in India) a global leader in business process management, today announced it received Frost & Sullivan's 2016 North American Contact Center Outsourcing New Product Innovation Award for DigiCX, a suite of customer experience (CX) services designed to transform traditional call center approaches by unifying customer engagement regardless of channel or device.

*"The proliferation of channels and devices that digital-savvy consumers now have at their fingertips is creating an operational challenge for all contact centers," said Michael DeSalles, Principal Analyst, Digital Transformation at Frost & Sullivan. "What DigiCX does is **optimize the ideal blend of self-service, automation and agent-assistance** that's just right for the client's business."*

DigiCX takes an innovative design-thinking approach to reimagine the traditional customer experience. DigiCX leads with dynamic self-service intelligently integrating people to help consumers "Get the Right Answer Fast" at every moment of truth using analytics, automation and artificial intelligence. It helps companies measure where their customers want to interact and then deploys the right mix of engagement solutions across voice, digital and mobile channels to provide a differentiating customer experience.

*"Always being open, easy to do business with, helping customers complete transactions and quickly resolve issue, over any device is the new consumer expectation," said **Chris Lord, SVP, Global Head DigiCX at HGS**. "We're honored to receive this award, which underscores our commitment to optimizing customer experience. By applying new design thinking we are moving past traditional call center approaches and incubating innovative ideas to help consumers get the right answer fast while meeting the corporate need for asset light and quick to deploy solutions that work with existing infrastructure and CRM investments."*

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluate companies' new product attributes (match to needs; reliability; quality; positioning; and design) and customer impact (price/performance value; customer purchase, ownership and service experience; and brand equity) to determine best in class cases.

DeSalles further noted, *"Frost & Sullivan believes with the launch of DigiCX, that HGS has articulated a clear unified customer experience strategy to the market. HGS has added another new dimension of innovation, quality and customer value enhancement to its hefty portfolio of services."*

To read the full award write-up by Frost & Sullivan, visit http://ww2.frost.com/files/6614/7275/5803/HGS_Award_Write_Up.pdf.

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 around 41,000 employees in 69 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 more than four decades of experience working with some of the world's most recognized brands.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>

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