

HGS to launch multi-channel consumer care line for Danone UK

30 September, 2014, London, UK: HGS, the global customer service outsourcing company, has secured a contract with leading FMCG company Danone UK, to provide consumer care for its Early Life Nutrition, Waters and Fresh Dairy Products businesses.

The multi-channel service will be delivered over voice, email and web chat with plans to introduce video chatting capabilities in the future. The service will be delivered from a 30-seat contact center operation out of HGS offices in West London. HGS will provide subject matter experts for Danone's Early Life Nutrition business including a 5-member team of qualified midwives and nutritionists. As part of the service, HGS will also handle complaint management and out of hours support for the Early Life Nutrition line.

This is the latest consumer care line project undertaken by HGS, who has a strong track record of delivering successful customer service programs for FMCG businesses. Comments Richard Glanville – Business Excellence Director at HGS, "We are delighted at this opportunity to yet again demonstrate our capability in managing complex consumer care projects for a leading FMCG brand. We are excited to partner with Danone, a leader in its sector, and welcome the opportunity to create a truly world class customer service operation for this inspirational brand."

The anticipated go live date for the service is October 2014.

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About Danone

Danone is an international company present on all continents. The group holds top positions in healthy food through four businesses: Fresh Dairy Products, Early Life Nutrition, Waters, and Medical Nutrition. Its mission is to bring health through food to as many people as possible.

Danone has over 190 production plants and around 104,000 employees. In 2013, the company generated sales of over €21 billion, with more than 60% in emerging countries. Listed on Euronext Paris, Danone is a component stock of leading social responsibility indexes including the Dow Jones Sustainability Indexes, Vigeo and the Ethibel Sustainability Index. Danone is also ranked no. 1 in the 2013 ATNI index.

Danone Nutricia Early Life Nutrition UK is part of Danone Group. The business aims to improve the nutrition and health of mums and children from conception to age two through science based products and services. Its brands Aptamil and Cow & Gate are leaders in the UK baby feeding market. Based in Wiltshire, the Early Life Nutrition business employs 265 dedicated people, backed by the research and development capability of more than 400 employees in Danone's research centers around the world.

<http://www.danone.co.uk>

About HGS

HGS, part of the multi-billion dollar conglomerate Hinduja Group, is a world leader in Customer Relationship and Business Process Management, with a global footprint across North America, Latin America, Europe, Asia and Africa. With over three decades of experience with some of the world's most recognized brands, it delivers the best practices that drive exceptional results for its clients. Its contact center solutions, back office transaction processing services, domain analytics and process consulting solutions combine operational excellence with functional expertise. It enjoys "Preferred Partner" status with most of its major clients. HGS currently serves 141 clients (excluding payroll processing clients) across sectors like Healthcare & Insurance, Banking & Financial Services, Consumer Products, and Telecommunications, Technology & Media. Our global delivery network comprises of 59 centers employing over 26,800 people worldwide. HGS had a turnover of around \$412 million in FY2014.

In Europe, HGS operates out of 3 contact centers in the UK and 4 in the European mainland. Its clients include some of the UK's most reputable brands including Unilever, Kimberly Clark, General Mills, Birds Eye Iglo, Talk Talk, Virgin, the Department of Innovation & Skills and the Department of Energy & Climate Change.

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