

HGS and LivePerson Announce Strategic Alliance to Provide Messaging as a Service

The alliance expands messaging capabilities across automated and agent-assisted chat and social media channels to help customers get the right answer fast

SEPTEMBER 15, 2016 (CHICAGO): Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India), a leader in business process management, today announced a global strategic alliance with leading mobile and online messaging provider LivePerson, Inc. (NASDAQ: LPSN), to empower stronger customer engagement via DigiCHAT, a core capability within HGS's DigiCX suite of services.

Through the alliance, HGS will integrate LivePerson's messaging platform LiveEngage® as a strategic option to power its DigiCHAT, DigiTEXT and DigiSOCIAL service offerings. LiveEngage is a digital capability that allows companies to message consumers through the channels of their choice. Using LiveEngage with the HGS DNA (Digital Natural Assist), HGS agents can monitor consumer inquiries and quickly pivot from automated channels of service to agent-assisted chat.

HGS DigiCHAT is a key channel for any business looking to give its connected customer a variety of ways to get the product and service information they need. The DigiCHAT platform is a device-agnostic channel, allowing customers to engage in a web chat session either on-demand, or through proactive popup invitations triggered by customer behavior (e.g., number of clicks or amount of time spent on the page), or on more sophisticated customer profile and business rules. Customers' questions or concerns can be serviced securely through either an automated (virtual) or live agent, depending on complexity and sensitivity, via web, smartphone, tablet, or any other connected, web-enabled device.

HGS's DigiTEXT augments your traditional call center offerings with a solution that allows customers the ability to channel pivot from phone (IVR) to text, chat to text, web to text, or email to text.

HGS DigiSOCIAL channels your social media communication with customers via live agent assisted messaging, and self-service forums, such as peer-to-peer communities, FAQ Facebook tabs, and social automation to decrease support costs.

"Mobile and digital engagement is not just the future of customer service support, but it's where consumers are already directing the majority of their interactions with brands," said **Mandeep Singh Kwatra, Vice President of Global Solutions and Capabilities at HGS**. "For HGS, partnering with LivePerson to combine our expertise in customer experience design with their best-in-class digital chat infrastructure capitalizes on our mutual areas of expertise to ultimately elevate the offerings to build better solutions for our clients."

"LivePerson and HGS share a perfectly aligned vision on how consumers will need to communicate with brands in today's mobile-enabled environment," said **Judie Beshansky, Director of Channels for LivePerson**. "We're excited to partner with HGS in bringing the power of LiveEngage to more businesses, driving meaningful, intelligent connections and raising the bar for industry standards in communication."

HGS has already employed LivePerson's market-leading LiveEngage platform in current customer offerings across North America and Europe. The new alliance allows both organizations to approach strategic digital deals collaboratively in the market with strong full-service solutions, and it also aligns with HGS's design thinking and proactive approach to continually identify and solve challenges that help clients unlock the full potential of their customer experience journeys.

To learn more about HGS, visit www.teamhgs.com.

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About 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. www.teamhgs.com

About LivePerson

LivePerson, Inc. (NASDAQ: LPSN) is a leading provider of mobile and online messaging, enabling a meaningful connection between brands and consumers. LiveEngage, the Company's enterprise-class, cloud-based platform, empowers consumers to stop wasting time on hold with 1-800 numbers, and instead message their favorite brands, just as they do with friends and family. More than 18,000 businesses, including Adobe, EE, IBM, Lancome, Orbitz, PNC and The Home Depot rely on the unparalleled intelligence, security and scalability of LiveEngage to reduce costs, increase lifetime value and create meaningful connection with consumers. For more information, please visit www.liveperson.com. To view other global press releases about LivePerson, please visit pr.liveperson.com.

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