

Healthcare Shopping Experience Improved by Empowering Consumers

HGS Colibrium Inc debuts Web Broker Entity and Salesforce.com CRM for Health Plans to Optimize Member Enrollment

3 June 2015, Atlanta, USA: HGS Colibrium Inc, a subsidiary of Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India) and a leading provider of sales, service and wellness software and BPO solutions for health plans, today announced the launch of Web Broker Entity (WBE) and Tuo® Salesforce, the first Salesforce.com solution designed specifically for health plans.

Tuo Salesforce provides health insurance companies with an enterprise class Customer Relationship Management (CRM) platform that is pre-configured uniquely for health insurance. This maximizes speed to market, efficiency and user adoption.

HGS Colibrium is also launching WBE workflows across all Tuo Sales modules, enabling dramatic reduction in the end to end on exchange purchasing process.

“Health insurance partners must embrace the movement toward consumerism and world class CRM is a required strategy and capability to support the entire consumer journey,” said **Mark Poling, CEO of HGS Colibrium**. “We are the only solution provider with a 10 year successful track record of implementing CRM software for health plans. With the introduction of Tuo Salesforce for Health Insurance, HGS Colibrium is truly the partner-of-choice for health insurance companies evaluating CRM for sales, service and retention for individual, government and group markets.”

Tuo Salesforce will provide:

- Marketing campaign automation and segmentation
- Integrated quoting, enrollment and on-boarding
- Integrated health risk assessment and wellness program management
- Health insurance customer service from member inquiry to grievance and appeals to renewals
- Consumer, broker, employer, employee and provider portal integration
- Telephony integration Mobile and online

The addition of Colibrium WBE workflows empowers health insurance shoppers by providing relevant plan information while dramatically reducing the complexity of purchasing through the exchange.

“Our goal has always been to help health plans be more competitive, and with the power of Tuo Salesforce and Colibrium’s WBE workflow, the opportunity to improve the customer experience has never been easier,” said **Roy Stubbs, COO at HGS Colibrium**.

HGS Colibrium will be speaking and exhibiting at booth #515 at AHIP Institute 2015 in Nashville, Tennessee on June 2-5, 2015. For demos of the Tuo® Salesforce solution, please contact the HGS Colibrium Sales Department directly at (678) 800-1886.

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About HGS Colibrium Inc

HGS Colibrium Inc, delivers Sales, Service and Wellness automation to health plans. Our Business Process Outsourcing and Tuo® software suite are designed to provide health plans with both turn-key and modular solutions. Tuo® brings market segmentation and comprehensive functionality across the entire health insurance enterprise. HGS Colibrium also provides pre-configured CRM (Customer Relationship Management) software designed specifically for the health insurance industry. For more information, please visit:

www.colibrium.com.

About HGS

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provide a full suite of business process management services from marketing and digital enablement services, consumer interaction services to platform enabling back office business services. By applying analytics and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps to retain valuable customers. HGS expertise span 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 over 28,000 employees in 60 worldwide locations delivering localized solutions. For the year ended 31st March 2015, HGS had revenues of around 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.

www.teamhgs.com

For further information please contact:

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