

Hinduja Global Solutions recognized at the NASSCOM Customer Service Excellence Awards 2017

Bangalore, October 17, 2017: Hinduja Global Solutions Limited (HGS) (Listed on NSE & BSE, India) earned top honors in the Transformation category at the NASSCOM Customer Service Excellence Awards 2017 held recently in Bangalore.

The company won the prestigious award for its transformational engagement with a leading US-based insurance client. HGS used reengineering and a design thinking approach to automate manual and legacy processes by leveraging Robotic Process Automation (RPA) and a combination of blended, full and cognitive automation to make their massive processes more efficient while maintaining cost optimization.

*“We are honored to be recognized for our transformational capabilities by NASSCOM,” said **Ram Mohan Natarajan, Sr. Vice President - Business Transformation, HGS.** “The advent of digital and automation technologies is proving to be a game-changer in how we deliver to clients. By applying a design thinking approach with deep domain and process reengineering expertise along with key insights, HGS delivers end-to-end intelligent automation that goes beyond cost transformation to improve business outcomes for clients.”*

NASSCOM launched the NASSCOM Customer Service Excellence Award for the first time in 2017 to showcase and recognize value-driven innovations. There were four categories of awards: Co-Creation, Transformation, Return on Investment and Process Improvement/ Efficiencies. The Transformation category recognizes companies who designed, built and implemented a transformational innovative solution, which tracks end-to-end consumer journey through centralized and standardized operating models, thus driving growth for the customer.

*“It is really heartening to see the pledge that the companies in the industry have taken towards enhancing business delivery for clients; Today, companies are working towards creating processes and leveraging new technologies to increase the delivery quotient of their customers. This trend will go a long way, helping firms in leveraging the technologies they invent today to ensure business sustainability in the future,” said **Raman Roy, Chairman, NASSCOM.***

NASSCOM received 115 submissions from 54 firms across the four categories. The three best entries were selected as Winners in each category.

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 over 44,800 employees in 69 worldwide locations delivering localized solutions. For the year ended 31st March 2017, HGS had revenues of Rs. 3,711 crore (US\$ 555 million). HGS, part of the multi-billion Hinduja Group, has more than four decades of experience working with some of the world's most recognized brands.

www.teamhgs.com

About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industries in India. For more details, please visit: www.nasscom.in

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