

Firstsource's 'First Customer Intelligence' Solution Receives Frost & Sullivan's 2013 North American New Product Innovation Award for Contact Center Outsourcing

New York | Mumbai | London, January 16, 2014: Firstsource Solutions Ltd., a leading Business Process Management (BPM) company, announced today that it is the recipient of **Frost & Sullivan's 2013 North American New Product Innovation Award in Contact Center Outsourcing**. The award recognizes Firstsource's First Customer Intelligence solution that measures customer sentiment, emotions and behavior across an omni-channel environment. Frost & Sullivan presented Firstsource with this award at the "2014 Excellence in Best Practice Awards Gala" in New Orleans, Louisiana.

"We are thrilled that our ongoing efforts in technology advancements and innovation within the customer care space are recognized by the industry and Frost & Sullivan," said **Iain Regan, Executive Vice President of Sales and Marketing at Firstsource**. "Since the launch of FCI, it has been one of our most popular solutions because it reaches across multiple communications channels and provides our clients with actionable insights to improve the customer experience."

Five criteria were used to benchmark Firstsource's performance against key competitors for the New Product Innovation Award: (1) innovative element of the product, (2) leverage of leading-edge technologies in product, (3) value-added features/benefits, (4) increased customer ROI and (5) customer acquisition/penetration potential.

FCI uses customer intelligence to derive insight into patterns of customer behavior and provide a roadmap for specific company responses beyond the contact center. Organizations can improve efficiencies of each customer communication channel (voice, email, text, social media), analyze customer experiences with products, formulate more effective Web strategies, measure customer effort across processes (billing, order placement, customer service, tech support and help desk), and determine the root cause of customer dissatisfaction. These insights can reduce cost to serve and trim customer effort while increasing organizations' revenues.

"Frost & Sullivan feels that FCI truly is a unique BPO offering, adding another new dimension of innovation, quality and customer value enhancement to Firstsource's hefty portfolio of services," said **Michael DeSalles, Principal Analyst at Frost & Sullivan**. "Frost & Sullivan firmly believes that Firstsource has woven a culture of continuous innovation throughout the entire fabric of its global organization."

Each year, Frost & Sullivan presents this award to the company that has demonstrated leading-edge technologies that significantly impact both the functionality and the customer value of new products and applications.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

About First Customer Intelligence (FCI):

FCI helps clients in reducing cost to serve and customer effort, improving customer experience and increasing revenues by providing actionable insights across products, processes, channels, Web strategy and agent performance. These are drawn from an in-depth, real-time analysis of customer interactions on voice and non-voice customer service channels. For more information, please visit: <http://www.firstsource.com/firstcustomerintelligence.html>

About Firstsource:

Firstsource (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL@IN) is a leading global provider of customized BPM services to the Healthcare, Telecom & Media, and Banking & Financial Services industries. The company's clients include Fortune 500, FTSE 100 & Nifty 50 companies. Firstsource has a "rightshore" delivery model with operations in India, Ireland, Philippines, Sri Lanka, U.K and the U.S. (www.firstsource.com).

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 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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