

March 01, 2017

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Scrip Code : 532859

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"Exchange Plaza",
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Mumbai - 400 051.
Symbol : HGS

Dear Sirs,

Sub: HGS Identifies Top 10 CX Trends in Customer Support for 2017

We are enclosing a Press Release being issued by the Company on the captioned subject, which is self-explanatory.

Thanking you,

Yours truly,
For **Hinduja Global Solutions Limited**



Makarand Dewal
Company Secretary

Encl : a/a.

HGS Identifies Top 10 CX Trends In Customer Support for 2017

Global BPM leader examines the new imperative of creating effortless customer engagement

March 01, 2017 (CHICAGO) – In 2016, the customer management services industry saw the rapid growth of game-changing technologies fuelling digital transformation across businesses. In 2017, creating effortless customer engagement and revolutionizing customer support will be the “new” imperative to meet consumer expectations and compete in the marketplace. According to Chris Lord, Global Head of Strategy and DigiCX, the company’s leading-edge digital transformation practice, “Effortless experiences that lead with self-service and intelligently integrate people at key moments of truth, and leverage analytics and automation to optimize the CX are the fastest way to control costs and balance the needs of a consumer business to move beyond the traditional voice contact center approaches to reatively triaging phone calls.”

1. Intelligent Self-Service

Millennial customers – 75.4 million in the United States alone – are about to become the most important (and disruptive) customers businesses will ever see. They demand effortless experiences – answers within seconds, not minutes – and more intelligent self-service options. There are many forms of self-service, from website FAQs, how-to videos, to idea portals, and more. In 2017, a smarter, more strategic self-service approach will significantly increase the issue resolution rate for most companies. Analytics from this process will also help businesses understand top contact drivers to continuously evolve and update the help centers in real time.

2. Chatbots: Conversational Commerce and Service

Chatbots unlock the ability for brands to provide personalized, conversational commerce and service similar to talking to a human customer service rep, but at a scale that is much cheaper than a traditional call center. Expect to see chatbots being deployed even more across service channels such as chat, social and text in 2017.

3. The End of Channel Preference, and the Beginning of Channel Guidance

According to the author of “The Effortless Customer Experience,” Matt Dixon, “Channel choice was an idea companies invented. Customers don’t want choice; they want channel guidance.” Today’s customers want to get the right answer, fast, regardless of channel. Companies will need to refocus from offering a wide array of channel options to strategically guiding customers in their online help centers to the best channel for resolution, depending on the reason for contact.

4. Contextual Knowledge Bases for Personalization, Prediction

Customer engagement is fuelled by customer data. Today’s brands have the ability to capture even more actionable data to provide customers with better service. Key learnings from channel choice, purchase history and service interactions can be used to build predictive models for issue resolution. Through research and predictive analytics, companies can develop more personalized customer experiences. In 2017, companies should focus on creating a contextual knowledge base that can be used by both agents and customers. The end result will be faster responses, increased issue resolution, reduced customer effort, and happier customers.

5. Customer Intelligence and Real-time Dashboards

A single dashboard that captures relevant real-time data points and uses text analytics to decode the exchange of information will enable service professionals to keep a pulse on customer sentiment and feedback. This intelligence will help customer care centers proactively identify potential issues, capture new ideas, spot trends, and most importantly, personalize engagement with the customer.

6. Mobile Convergence Requires “On-the-go” Customer Support Strategies

By the end of 2016, the number of smartphone users reached 2.1 billion globally. Consumers have been “rewired” mentally and emotionally to their smartphones and tablet devices. This year, expect to see more customer service teams jump on board to provide text, mobile messaging via Facebook Messenger, and interactive visual IVRs that help guide customers to the right answer fast while on the go.

7. Rise and Recruitment of More CX Data Scientists and Analytics Professionals

Customer service teams live in a world of “unstructured” data. With the increased sophistication of analytics tools, companies should hire more data professionals who can help make sense of the data and help inform the implementation of new digital strategies to thrive in today’s marketplace.

8. Virtual Reality (VR), Augmented Reality (AR) and 3D Hologram Displays

In 2017, the customer service industry will significantly increase their experimentation using VR, AR and 3D displays to differentiate their tech support strategies. For example, a customer can aim their smartphones at a product, and a 3D version of the product will pop up on screen, along with interactive guides, how-to videos, tips, or even the ability to connect with a customer service rep via video.

9. Artificial Intelligence, Machine Learning and Automation

Expect to see enhanced collaboration between man and machine to deliver the next-generation customer experience. Robots will do most of the heavy lifting, while human agents will continue to oversee the process and be the final editor of responses to customers. AI and machine learning will help companies reduce cost and help make our agents’ work easier, more intelligent, and more productive.

10. Digital Assistance – Voice Search

Apple (Siri), Amazon (Alexa), Microsoft (Cortana) and Google (Google Now) are all competing to make the best digital assistant. Through continuously learning from human interactions over time, the digital assistant’s artificial intelligence capabilities will expand to handle more interactions, allowing live agents to focus their time and talent on high-value customers and more complex or critical issues.

Download the full white paper, to learn more: [“What’s Next In CX: Top 10 Trends to Reduce Customer Effort in 2017”](#)

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 around 44,000 employees in 66 worldwide locations delivering localized



PRESS RELEASE

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.

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