

HGS Wins Contracts for Multi-Channel Consumer Care Services in UK and USA Markets

16 October, 2014, NY, USA: Hinduja Global Solutions Limited (referred to as “[HGS](#)” or the “Company”) (Listed on NSE & BSE India) has secured contracts with leading CPG and Consumer Electronic Companies in the UK and USA markets respectively to provide unified consumer engagement services for their products and services.

Firstly, the UK based CPG Company known for its Early Life Nutrition, Waters and Fresh Dairy Products has collaborated with HGS for multi-channel service that will be delivered over voice, email and web chat with plans to introduce video chatting capabilities in the future. The service will be delivered from a 30 seat HGS Interaction Center located in West London, UK. HGS will provide domain experts for the Early Life Nutrition business including qualified midwives and nutritionists. As part of the service, HGS will also handle complaint management and late night support for the Early Life Nutrition line.

Secondly, a global Consumer Electronic Company headquartered in Japan has awarded HGS USA the contract for launching a Consumer on line Self-Help Portal.

In January 2014, HGS launched a very successful multi-channel technical help desk solution for the Consumer Electronic Company out of HGS’s state-of-the-art facility located in Alabang, Philippines. Based on the merits of continued high performance, HGS is now designing, building and managing their new Consumer Self-help Portal providing videos, automated chat, Live Chat and Click to Talk channels which are all part of the HGS Unified Consumer Interaction Services.

Additionally, this company is launching a new product offering soon and has asked HGS to help them prepare a multi-channel (Service and Sales) contact center program for these new products, services and accessories and will require additional FTE’s and automation.

Commenting on the new wins, **Partha De Sarkar, Chief Executive Officer, HGS** said, “We are delighted at being recognized as a leading service provider in the multi-channel consumer care space. Today companies are looking for capabilities that go beyond the traditional method, increasing digital footprint of consumers have given rise to alternate methods of problem solving. HGS has been quick to understand this shift in the consumer mindset and thus has been working closely with clients to make their customers happy. ”

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About HGS

HGS, part of the multi-billion dollar conglomerate Hinduja Group, is a world leader in Customer Relationship and Business Process Management, with a global footprint across North America, Latin America, Europe, Asia and Africa. With over three decades of experience with some of the world’s most recognized brands, it delivers the best practices that drive exceptional results for its clients. Its contact center solutions, back office transaction processing services, domain analytics and process consulting solutions combine operational excellence with functional expertise. It enjoys “Preferred Partner” status with most of its major clients. HGS currently



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serves 141 clients (excluding payroll processing clients) across sectors like Healthcare & Insurance, Banking & Financial Services, Consumer Products, and Telecommunications, Technology & Media. Our global delivery network comprises of 59 centers employing over 26,800 people worldwide. HGS had a annual revenue of \$412 million in FY2014.

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