

## HGS Wins NASSCOM Customer Service Excellence Award 2018 in Transformation Category

**Bangalore, November 14, 2018:** Hinduja Global Solutions (HGS), (Listed on NSE & BSE in India), a global leader in business process management, earned top honors in the Transformation category at the NASSCOM Customer Service Excellence Awards 2018, held recently in Bangalore.

HGS won this prestigious recognition for creating a state-of-the-art, omni-channel contact center for a consumer packaged goods company, with a focus on generating a best-in-class customer experience. HGS provides the client's end-customers with a 24/7, unified, modern customer experience using voice, email, chat and WhatsApp channels to address queries and build brand loyalty. The WhatsApp channel has been so successful that it now accounts for 60% of all contacts with this client, which is industry leading.

Speaking on the recognition, **Ram Mohan Natarajan, Sr. Vice President – Business Transformation & Innovation, HGS** said, "HGS has been honored for its transformation expertise and capabilities for the second time in a row by NASSCOM and we are thrilled to earn such recognition. Today, it has become critical for organizations to engage with customers through their preferred communication platforms, and as trusted partners to our clients, we need to ensure that we provide the right design of process and technology to enhance the customer experience."

Considering that companies today are more focused on addressing the evolving preferences of customers by employing digital channels such as webchat, social media, etc., HGS aims to employ digital strategies and solutions to engage with the right customers at the right time.

Held for the second time this year, the NASSCOM Customer Service Excellence Awards recognized value-driven innovations in the industry in four categories – Co-creation, Transformation, Return on Investment and Process Improvement/Efficiencies.

### **About Hinduja Global Solutions (HGS):**

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its client more competitive every day. HGS combines technology-powered services in automation, analytics and digital with domain expertise focusing on back office processing, contact centers, and HRO solutions to deliver transformational impact to clients. Part of the multi-billion dollar conglomerate Hinduja Group, HGS takes a true "globally local" approach, with over 44,528 employees across 75 delivery centers in seven countries making a difference to some of the world's leading brands across nine key verticals. For the year ended 31<sup>st</sup> March 2018, HGS had revenues of Rs. 38,494 million (US \$597 million).

Visit [www.teamhgs.com](http://www.teamhgs.com) to learn how HGS can help make your business more competitive.

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