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Sub: Customer experience more important than ever as new report finds nearly half of consumers say it shapes their brand opinion

Hinduja Global Solutions Limited

**Narendra Singh
Company Secretary**

HINDUJA GLOBAL SOLUTIONS LIMITED

Regd. Office: Hinduja House, No. 171, Dr. Annie Besant Road, Worli, Mumbai - 400 018. India. Telephone: 91-022-2496 0707, Fax: 91-22-2497 4208, Website: www.teamhgs.com
Corporate Office: Gold Hill Square Software Park, No. 690, 1st Floor, Hosur Road, Bommanahalli, Bengaluru - 560 068. India. Telephone: 91-80-4643 1000 / 4643 1222

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HINDUJA GROUP

Execs in the Know survey underscores the importance of investing in CX solutions; research finds a multi-channel approach is a must to meet consumers' support preferences

[Hinduja Global Solutions](#) (HGS), a global leader in business process management (BPM) and digital user experience solutions, shares its expertise as a contributor and exclusive sponsor of the report. The report, conducted by Execs In The Know, an executive think tank and global community of customer experience (CX) professionals, reveals how brands can optimize their customer care with digital and unassisted channels as expectations change.

- Only 10% of consumers said resolving their customer care issues has gotten easier in 2021, compared to an average of 34% over the past three years. Consumer's rank "Fair and Honest Treatment" (29%) and "Quick and Easy Process" (25%) as most important when dealing with customer care to resolve their issues.
- In 2021, 64% of consumers used the phone to engage with customer support. Yet, consumers indicated a lower preference for voice (40%) and a higher combined preference for SMS-based support (39%) and self-help (15%) if they knew their issue was going to be resolved.
- Today, consumers still rank improving the Customer Care Experience as the top opportunity where brands can improve at 53%. Creating better products and services top the list at 41% of consumers sharing where brands could most effectively improve the customer experience.

"The survey results show that it's no longer enough to provide exceptional customer care through one channel or another,"

"Consumers now expect brands to anticipate their needs and proactively help them get the right answer fast. When one brand raises the bar on speed of service or ease of doing business, consumers immediately expect all companies to elevate to the same experience level. To maximize customer value, brands must think customer centric and make interactions faster and more frictionless for consumers. By leveraging technology to address customers most basic needs and intelligently integrating people when it adds value to an interaction, brands can take customer engagement to the next level."

To read the full report with all the findings and HGS's commentary, please [click here](#).

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics and digital transformation, with deep domain expertise focusing on back-office processing, contact centers, traditional and digital people care, to deliver transformational impact to clients. Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a true “globally local” approach, with 42,769 employees across 55 delivery centers in seven countries (as of 30th June 2021), making a difference to some of the world’s leading brands across nine key verticals. For the year that ended 31st March 2021, HGS had revenues of US\$ 753.9 million.

Visit <https://www.hgs.cx> to learn how HGS can help make your business more competitive.

Execs In The Know brings together customer experience (CX) leaders from across industries in an effort to advance the conversation and set a new agenda for delivering amazing experiences for consumers. As a global community of the brightest minds in CX, Execs In The Know provides opportunities to learn, share, network, and engage to innovate. Operating under the motto of “Leaders Learning From Leaders,” Execs In The Know facilitates many opportunities for community engagement such as their bi-annual national event, Customer Response Summit; virtual CX series, CustomerCONNECT; and private, online community, Know It All. There are also exclusive, laser-focused engagements like industry briefings, virtual luncheons, and executive roundtables. Execs In The Know also guides and informs the industry with a rich tapestry of CX-related content that includes CX Insight magazine, industry research, webinars, podcasts, blogs, and much more.

Andrew Kokes
1-888-747-7911
media@teamhgs.com

Harvey Henao
+1 773 766 5501
harvey.henao@finnpartners.com