FROST & SULLIVAN

SOCIAL MEDIA CONSULTING & BRAND MANAGEMENT - NORTH AMERICA

Customer Service Leadership 2019

FROST & SULLIVAN

2019 BEST PRACTICES AWARD

HGS™
HINDUJA GLOBAL SOLUTIONS

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SOCIAL MEDIA CONSULTING & BRAND MANAGEMENT - NORTH AMERICA

Hinduja Global Services (HGS) is being recognized, specifically, for its compelling Social Media strategy and solution portfolio – E*ngage, Protect, Inform, Create* HGS EPIC™.

Business Process Outsourcing (BPO) Industry Challenges with Social Media

Extraordinary Consumer Expectations to Continue Past 2020. Consumers are more empowered and knowledgeable than ever before, and expectations for excellent customer service, sales knowledge, and technical support have soared.

Security and Privacy Concerns. Today's customers are extremely concerned about how companies use their data and track their activities online.

Artificial intelligence and Artificial General Intelligence. This set of technologies build on machine learning by enabling machines to exhibit intelligent human-like behavior.

Emerging Channels and Channel Integration. Customer interactions now typically begin on the web, interactions that have expanded to include those initiated through mobile applications.

Shifting Digital Landscape. Customer service agents are adapting to a rapidly - shifting digital landscape, to address an array of new challenges, improve the customer experience, and ensure customer loyalty.

The Social Media and Brand Management Challenge. There are millions of customer interactions taking place every day on social media and companies struggle with how to create truly memorable customer experiences and lasting impressions that help build brand affinity and loyalty. The challenge is that very serious issues can surface that could be damage a brand or even life-threatening, such as bomb threats, in-store violence, harassment, and political issues. The goal is that positive experiences get shared, liked, and commented on by others—broadening brand awareness and building a positive reputation.

HGS At-a-Glance

HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics, and digital. It brings domain expertise focused on back-office processing, contact centers, and HRO solutions to deliver transformational impact to clients. 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:

- **75** delivery centers

- **7** countries
- **$689M** in revenue (FY 2019)
- **44,000+** employees

HGS EPIC™ Social Care Best Practices

Independent, Informed & Creative Approaches to Issue Resolution. Employee empowerment plays a critical role in every HGS agent's workday. This is particularly true for HGS social media agents, given the fact that their workflow is so incredibly varied between creating joy and basic customer care. Every single customer interaction has to be resolved and agents are continually trained, encouraged, and supported in finding the appropriate resolution path for the customer.

Social Media Agent Training - HGS' social media agents go through an extensive training process. They learn how to understand and connect with the individuals they're communicating with on a personal, empathetic and creative level. This encourages continued brand loyalty. Most importantly, their agents act as true brand advocates.

Growing the Customer Base with Trusted Social Media Management. HGS has developed an industry-leading social media and employee recruitment model. The company has built a world-class talent profile for hiring the agents best suited for social media work. The profile and recruitment model are both clear competitive differentiators.

HGS enjoys strong partnerships including a well-recognized social media technology vendor, as well as leading PR agencies. HGS operates like a digital agency, augmenting the technology platform and PR agency with strong process [The HGS EPIC™ Social Care Playbook], while pricing itself in the market like a BPO (driving results efficiently and consistently). This is another distinct competitive advantage.

The Need for Speed! HGS has identified five critical components of HGS EPIC™ Social Care experiences. Key among them is speed, with the majority of modern customers expecting a response within five minutes. Many brands experience high volumes of social mentions while having limited personnel. The time and effort they spend sifting through mentions, determining what's actionable, and tagging the mentions for reporting, reduces response times. This can lead to unsatisfactory experiences.

HGS' deep knowledge of technology and automation enables it to focus the client's available resources on the most impactful content and engagement; leaving the low hanging fruit as "opportunities" for both its agents and the client's road map.

Resolving Issues with Artificial Intelligence Both resolution and response times are essential ingredients to creating HGS EPIC™ Social Care experiences. They need to be monitored daily, along with how effectively the artificial intelligence model is working to reduce non-actionable mentions. It is also important to identify what percentages of mentions get tagged automatically.

HGS's use of artificial intelligence (AI) helps determine actionable content. AI removes all

mentions that are non-actionable, so that agents don't waste time on interactions that are spam, news articles, re-tweets, etc. With HGS, an automated rules engine can be implemented to help tag mentions and route them to the appropriate internal team—whether it's public relations, legal, HR, security or social customer care.

Leveraging Customer Feedback - Each program has a very clear, and sometimes elaborate, playbook. This enables HGS to be proactive and dedicated to providing the highest level of support. HGS then surveys its customers through social media, providing insights that drive program improvement.

New Intelligence Hubs - HGS has upgraded each of its social media spaces and transformed them into state-of-the-art Digital Intelligence Hubs. These 'command centers' also boast large screen television display walls with real-time live feeds and key program metrics, and collaborative workspaces for both agents and team leaders.

Utilizing Text Analytics and Automation - HGS utilizes text analytics and automation to gain a deep understanding of what customers are saying about the client's brand in social media. This surfaces trends such as product or service complaints, customer delight, suggestions, questions, and requests. These important insights help the entire enterprise make strategic business decisions in real-time.

HGS EPIC™ Social Care Advantages and Business Benefits

As a result of the renovations and modernization of the social media brand management programs, HGS programs under management have seen:

- 21% increase in productivity
- 78% reduction in attrition
- 85% or higher employee CSAT score

This collaborative environment fosters employee creativity and meets the need for an open and balanced workplace.

Conclusion

HGS' EPIC™ Social Care strategy and strong execution establishes and reinforces long- term client partnerships, while delivering consistent interactions across multiple geographies. This strategy and unique solution optimize revenues, customer satisfaction and operational efficiency.

HGS harnesses state-of-the-art technology platforms to enable meaningful social media interactions for its clients, while maintaining a 360-degree view of the brand experience. HGS continues to innovate and grow its client base, while attracting and developing the very best social media agent talent.

Given its strong overall performance with HGS EPIC™ Social Care, Frost & Sullivan is proud to present the 2019 North America Customer Service Leadership Award in social media consulting and management to HGS.