

Optimizing the Customer Experience from Our Growing Philippines Footprint

Open doors in

1994

10

Delivery
Centers

3

Cities
(Muntinlupa City,
Quezon City,
Iloilo City)

22

Clients

13

Languages

9,000

Seats

Since opening its doors in 1994, HGS Philippines has grown to over 8,300 employees supporting over 22 clients in 6 main industry sectors including: technology, consumer electronics, media, healthcare, financial, and lifestyle fitness. Our brand advocates provide customer engagement solutions that include customer care, order management, sales, tech support, and early stage collections. We also employ experts in six sigma and data analytics to help optimize back office processes for the ultimate efficiency gains.

Choose the Philippines

Many Fortune 500 companies across the globe have opted for service delivery from the Philippines for many years. The Filipino culture possesses a strong affinity towards Western culture. Filipinos are known for their pleasant disposition, ideally aligned for customer care and other high touch customer engagements, as well as accent-neutral English. With a scalable and educated talent pool, along with reliable infrastructure, the Philippines makes for the perfect business process outsourcing destination.

Philippines Fast Facts

- Population of over 106M
- Capital City: Manila
- Time Zone: PST (UTC+8)
(Exactly 12 hours out from EST)
- Official Language: English & Tagalog
- Over 1,900 higher education institutions
- Stable infrastructure
- Stable economy
- Low cost of living / low labor costs
- High quality customer care
- Accent-neutral English

The HGS Difference from the Philippines

Differentiating HGS in the Philippines is our ability to attract and retain quality representatives. Our reputation, employee culture, and compensation packages have made HGS a market leader in the Philippines in terms of retention. For many of our programs post training, we are proud to boast an attrition rate that is only 1-2% per month. Our employee tenure averages greater than 28 months because we invest in the career development of our team.

With a happy workforce comes an award-winning customer experience. In the past two years, we have won over 15 industry awards recognizing our ability to delivery operational excellence and best-in-class customer experiences.

Languages Supported

- English
- Spanish
- French
- Korean
- Japanese
- Mandarin
- Cantonese
- Filipino
- Tagalog
- Bahasa-Malay
- Thai
- Bahasa-Indonesian
- Vietnamese

Industry Areas of Expertise

- Technology
- Consumer Electronics & Goods
- Media
- Healthcare
- Financial
- Lifestyle Fitness

Services Offered

- Customer Service
- Order Management
- Sales
- Tech Support
- Business Process Optimization
- Early Stage Collections

Solutions Providers at Heart:

Driving Results. Consistently.

A Leading Technology Company:

We provide support for a large consumer technology company who is well known for its computer printer product line. While servicing these consumers, HGS noticed a lot of volume coming into the contact center was related to product troubleshooting. HGS designed, built, hosted, and implemented a Self Help Portal, which included a smart channel selector that prompted the right resolution – guided path, how to video, infographic, mobile cam – for the right contact type. Within 6 months, we achieved a 97% issue resolution rate via self help – which resulted in 20,000 fewer calls per month.

A Leading Consumer Electronics Company:

At the end of 2015, a large consumer electronics company who is well known for best in class speakers and headphones was growing rapidly and so was its brand affinity and product lines. They needed a vendor who could provide sales assistance, and premium customer and tech support. To make sure our brand advocates were delivering best-in-class customer experience, HGS developed a fully automated CSAT Email Survey (integrated into SAP) that used analytics to help uncover failures in process, products, and agent service that were driving dis-satisfaction. Using the data and insights produced by the solution we were able to increase customer satisfaction scores by 5pts and NPS by 11pts.

A Blue Chip Financial Company:

Back in 2001, a blue chip financial company was looking for a small team in the Philippines to help handle general bill payments, enrollment, billing inquiries and complaints for its U.S. based credit card holders and hired HGS. In the past three years, this client took an in-depth look at Net Promoter Scores (NPS®) within their credit card client base. They determined that incremental increases in their NPS score would result in increased spend from their card members directly tying revenue to NPS. Because of this, Amex was looking for help from HGS to better understand NPS, the factors that were affecting it, and come up with a solution and a plan for growing NPS overtime. HGS leveraged a speech analytics platform, along with our team of interaction analytics experts to proactively identify the top dissatisfaction drivers around products, services, type of inquiry, specific teams, and agents. Using the data and insights produced by the solution we were able to increase NPS over 5 percentage points.

About HGS

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 with domain expertise focusing on back office processing, contact centers and HRO solutions to deliver transformational impact to clients.

Visit www.teamhgs.com to learn how HGS can help make your business more competitive.