

15 Years In Philippines Globally located in 7 countries

Operating in the Philippines since 2003, HGS currently provides customer care, technical support, and other strategic services in English & multiple languages for clients to a diversified portfolio of industries/verticals in the US, Canada, U.K & Asia Pacific region

INDUSTRY/VERTICALS

- Consumer Electronics & Technology
- Telecommunications & Media
- Ecommerce & Retail
- Consumer Packaged Goods
- Banking & Financial Services
- Healthcare & Insurance
- Public Sector
- Travel & Hospitality

- Delivery Centres**
9 out of 69
- Headcount**
9K out of 44.2K
- Revenue**
\$110 out of \$555M
- Support Languages**
12

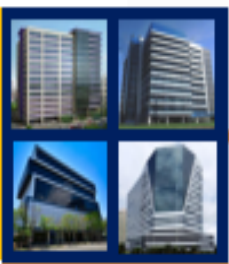
Optimizing Customer Experience from Growing Philippines Footprint
Rising Center of Excellence for Strategic Offerings Implementations Globally

The largest city in Metro Manila. This dynamic city provides market accessibility, ease of doing business, and labor supply, making it a real good business location.



Quezon City, Metro Manila (4)

Premiere central business district, host to the first BPO & IT in southern Metro Manila. Attracts talented workforce from Calabarzon located in Southern Luzon, second most densely populated region.



Muntinlupa City, Metro Manila (4)

Major hubs in BPO industry. High pool of graduates coming from 8 universities. Stable power, internet & communication provider. Low cost of business.



Iloilo City, Western Visayas



A RECOGNIZED LEADER

- As a finalist at the 9th annual International **ICT Awards**, our Philippines **operations are recognized as industry leading**
- We've helped our largest financial services client win the **JD Powers award** for customer satisfaction **eight years in a row** by consistently over-performing against our metrics
- Differentiating** HGS in the Philippines is our ability to **attract and retain** quality representatives
- Our reputation, 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 **best in class attrition rate**



HGS Philippines Healthcare Giving Back To Community & To Its Registered Nurses

HGS Philippines Healthcare Division launched HGS Nursing Academy which gives a full scholarship to deserving Philippine Registered Nurse call center representatives who have displayed exemplary performance, and who are interested in earning US State licenses while they work in the Philippines. It is a three month scholarship program which includes – Full tuition for the NCLEX review, Processing & Cost of US State License and Food allowance.

HGS Philippines Making Our Customers More Competitive via Operational Excellence & Strategic Services

Increased Engagement Resulted To Increased Customer Retention & Revenue Maximization for a Major Fitness Retailer

A major equipment fitness manufacturer wanted to scale its model to reach more customers worldwide and was looking for a BPM provider with the same standards of excellence.

HGS aligned with client’s culture and exceeded the client’s save goals. Retaining customers requires a high- touch approach. Our agents engage customers in conversation to find out why they began the program initially, why it may not be working for them, and what they can do differently in the future to ensure that they continue to work toward their fitness goals. This level of engagement not only drives high retention rates, but excellent customers satisfaction results as well.

34% Save the Scale

Leveraging Speech Analytics Insights To Increase NPS & Market Share For A Multinational Financial Services Corporation

The client, a worldwide financial services company, wanted to increase its Net Promoter Scores and thereby increase revenue through customer card spends.

HGS studied factors that positively influenced NPS and also agent characteristics, personality and skillsets that had positive impacts on NPS. We employed supervisor performance coaching, speech analytics, and performance management techniques to boost NPS. HGS rolled out a call mining program that uses call analytics and produces a per agent scorecard, helping analyze agents’ performance. We also set up a special escalation group to handle customer inquiries.

86.3% First Call Resolution (FCR) achieved

Smart Web Self-Service Resolves 97% of Customer Issues Online For a Consumer Electronics Company

HGS DigiWEB® provides the right answer for customers—real outcomes, from improved CSAT and NPS to faster customer query resolution, reduced shopping cart abandonment, enhanced experience, and cost-containment via deflection of contacts from higher-cost channels such as voice.

HGS Implemented a Multi-channel support services for FAQs, Downloads, Auto Chat, Video, and Live Chat. Platform is designed with a mobile-enabled customer in mind. Leverages company knowledge and bridges channels of interaction with an emphasis on empowering self-service while seamlessly integrating agent assistance.

80% Call Reduction & 7 Industry Awards

Increased Market Share For A Company In Managed Care & Healthcare Insurance By Automated DigiEmail Engine During Open Enrolment

HGS implemented an automated email engine to support customer outreach campaign for a multinational Fortune 500 Company. Solution sends bulk marketing emails in English & Spanish to members in Eleven different states in the US. Customers also have an option to schedule an outbound call from a specialist upon filling up a web form which is integrated to an outbound dialler. Extensive real-time reporting suite : *Emails sent, Delivered, Open Rate, Bounced back, Incorrect Email address. Call back analysis/impact, Overall Campaign Impact Analysis*

Customer Outreach campaign for Churned customers (win back), Customer filling form on website for more information & Customer calling at call center, liking plan but not taking final decision on the call

487K Emails Sent, 97% Delivered

Ongoing Corporate Social Responsibility Initiatives By HGS Philippines Volunteers

- I. Education** : For Special Needs Children
- II. Environment** : Reforestation, River Clean Up, PC Donation
- III. Employee & Community** : HGS FUN Run, Blood Drive, Housing For Poor Families