

## Providing Services as Innovative as Your Products

For 40 years, HGS has helped Fortune 100/ 500 companies from around the world maintain their steady sales and reputation by supporting end-user customers and B2B clients.

HGS provides full-service inbound contact center and fulfilment solutions to consumer electronics manufacturers around the world, integrating multiple customer interaction channels to maximize customer satisfaction and reduce cost.

### HGS services for consumer electronics companies include:

- Inbound and outbound phone support for B2C and B2B
- Pre and post sales product information
- Tier 1 to Tier 4 technical support
- Analytics and insight to drive product enhancements
- Exchanges and warranty replacement
- Dispute resolution
- Digital enablement services
- Call deflection strategies to drive consumers to less expensive self-service channels such as, online knowledge bases, communities, self-help portal, instructional videos and video chat
- Omni channel support
- Inquiry documentation that tracks contact by brand and product. This input is then used to inform product revisions, patches, and iterations

“We appreciate the product knowledge that the employees have with our products and the push to adapt to new technologies like web chat.”

**Customer Service and Processing,  
Fortune 500 Consumer Electronics Company**

**40+** Year  
Relationships

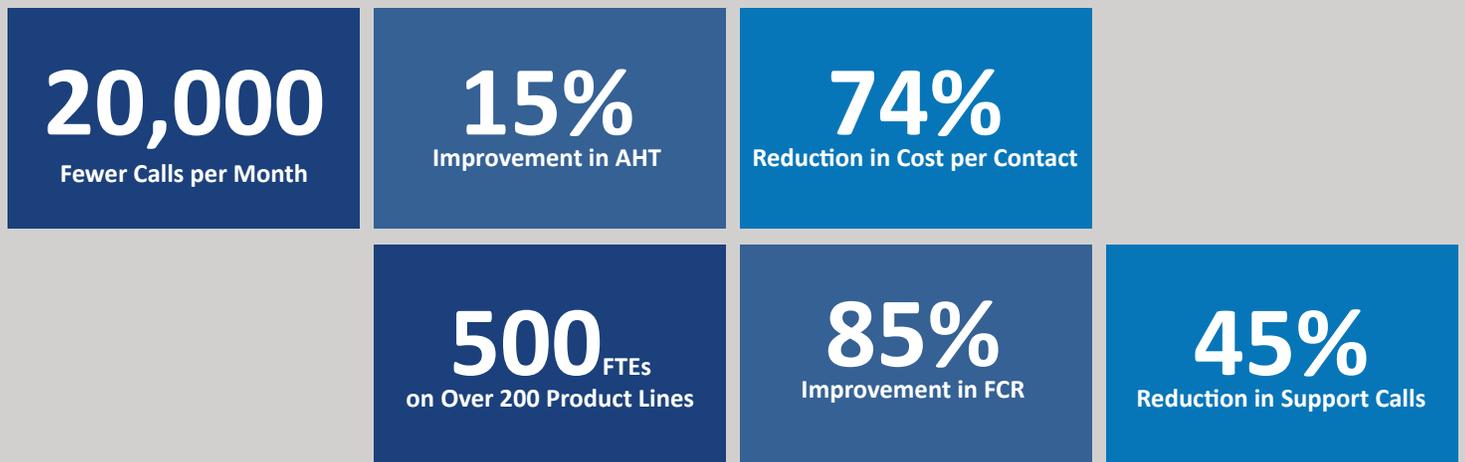
**15** Years'  
Experience

Member of  
**NESDA**  
and  
**CEA**

**#1**  
Rating for the HGS Client  
Chat Support Team

**1 to 4**  
Tiers Supported

## Tangible and Measurable Results



### How HGS is Transforming Business as Usual for a Japanese Consumer Electronics Manufacturer

Six months following the launch of email and inbound voice technical support program, HGS drove a dramatic reduction in call volume with **15,000 to 20,000** fewer calls per month due to reduced abandonment rate. We reduced Average Handle Time (AHT) to **480 seconds** and continue to exceed all service levels. While the client ran the program with **145 FTE**, HGS was able to run it with **100 FTE** and through our self-help and call deflection strategies, we will further reduce headcount to **70**. In addition, we have reduced cost per contact from **\$4 to \$2.60 and then to \$1.60** with the introduction of the self-help portal.

The real business transformation for this client has been around the omni channel strategy HGS is implementing. We are transitioning contact types from traditional email and inbound voice to our Smart Channel Selector, which provides FAQs, virtual chat, a printer self-help portal, knowledge documents and instructional videos for products that generate the most calls. We are creating videos that retailers can host as well.

HGS is also applying a revenue generation model to what was previously a cost center, providing sales support to help people buy online. When consumers call about exchanges or warranty, we take their credit card information and work with fulfillment to provide replacement products depending on eligibility.

### About HGS

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management services from marketing and digital enablement services, consumer interaction services to platform enabling back office business services. By applying analytics and interaction transformation design to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps to retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with 28,000 employees in 60 worldwide locations delivering localized solutions. HGS, part of the multi-billion dollar Hinduja Group, has over four decades of experience working with some of the world's most recognized brands.

- 3-time Partner of the Year for a Major Asian Telecommunications Client
- 2014 Gold International Business Award for Customer Service Department of the Year
- 2013 Best Mid-sized Contact Center Award at Global Contact Center World Awards

Contact us for more information

888-747-7911 | [marketing@teamhgs.com](mailto:marketing@teamhgs.com) | [www.teamhgs.com](http://www.teamhgs.com) | [@Team\\_HGS](https://twitter.com/Team_HGS)