

## Digital Strategies to Prevent Consumers from Sacrificing Brand for Bargain

CPG companies are challenged by the need to balance traditional retail and wholesale channels with the need to follow consumers into emerging channels such as mobile and social.

HGS' consumer care programs increase consumer satisfaction and build brand loyalty by bridging the gap between channels. We aggregate information from sources including the brand website, social media sites, and retailer store data. Then, our processes identify important data points and collect data across the entire path to purchase.

HGS helps CPG companies develop a full lifecycle view of the evolving consumer experience from brand awareness to post-purchase interactions to provide more customized support and offerings.

- Hands on product labs and test kitchens give our agents a practical understanding of how consumers use brands.
- A proven process for adverse event management and recalls allows us to quickly ramp hundreds of agents while adhering to regulatory documentation requirements.
- Our Compliments and Complaints management services include handling "Office of the President" correspondence as well as evaluating, decisioning and distributing coupons and incentives.

### HGS CPG services include:

- Customer service and retention
- Product care line support
- Crisis management/ product recall
- Complaints/ compliments management
- Product replacement and testing
- Nutritional Expertise/ Pharmaco vigilance/ Cosmeto vigilance
- Consumer insight and analysis
- Fulfilment services and inventory management
- Customized reporting
- CRM/ knowledge base management
- Social media monitoring and response management
- Digital enablement services including social media monitoring and moderation

"Consumers develop strong relationships with our brands. HGS is helping us understand how those relationships are formed and how they can be nurtured. We've outsourced the care line before, but never found a supplier that shared our vision or our determination to extend the art of the possible. HGS not only understands our vision, but has creative ideas about how we can make it real."

**Global Consumer Engagement Director,  
Leading CPG Company**

**40** Years'  
CPG Experience

**95%**  
Accuracy Achieved for a  
Major North American  
Client

**300** Million  
Annual Consumer  
Engagements

**5** Step  
Approach to Recalls and  
Adverse Events  
Management

## Tangible and Measurable Results



## How HGS Partners with a Multi-national CPG company to Create an Exceptional Customer Experience Across Multiple Channels

Insights from the company's care line have helped the partnership streamline business processes and reduce costs. For example, HGS noted that simple requests for new detergent dosing devices accounted for **20%** of all inbound telephone calls. Those calls were logged using a mechanism that required the capture of **17** different data fields. HGS reduced the data fields to **6**, producing the same output for the fulfilment house, but by reducing the length of the call to **50%**. This has been part of an ongoing process streamlining program initiated by HGS to save cost without compromising service.

Since 2007, HGS has conducted over **24** independent Mystery Shopping Exercises for the client and in every single one, outpaced competitors and exceeded client expectations in 'consumer experience'. Currently, the client has a consumer experience score that is **15.74%** above industry average.

HGS is also actively supporting the client's social consumer care strategy, responding to service issues and complaints raised in their own social media accounts and in other networks. Our social media monitoring tools allow for active analysis and reporting of social media activity on a daily basis.

## 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

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