

“Optimizing the Customer Experience...”



Contemporary customer experience solutions comprise a combination of voice and digital channels that address a set of customer engagement options including purchase support, query management, complaint management and technical troubleshooting.

To be effective a customer experience strategy needs to focus on the consumer or member ecosystem or the "household," and provide customer service and support that are device agnostic in the way the total household engages with brands. Whether customers initiate contact through the web, tablets or mobile devices, a Unified Customer Experience Strategy provides a seamless, hassle-free and consistent experience.

Optimizing the customer experience helps companies be more competitive by:

- Growing revenue and profitability
- Improving Net Promoter Scores (NPS) and brand loyalty
- Open 24X7 – doing business when consumer want
- Becoming easier to do business with in a digital world
- Reducing cost to acquire and support customers



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A Total Household Approach

Engaging at key moments of truth

Households are more than people living together; they are groups of consumers with enormous purchasing influence on one another and collective buying power. Having a unified customer engagement strategy creates value for brands and their household customers whose methods of communication vary. According to research, traditional telephone is now the 4th channel choice for Generation Y – behind electronic messaging, social media and smartphone methods. However, unless all of your customers are between the ages of 18-33, you have a diverse consumer population with evolving expectations for service excellence, through a variety of online, mobile and voice engagement options.

What is critical to corporations is doing business the way consumers want with a unified channel strategy that addresses all the expectations, across the total household. Engaging at key moments of truth; when they buy, want to make a change, have a break-fix issue, or want to cancel.



HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provide 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 expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps to retain valuable customers. HGS expertise span 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.

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