

HGS PULSE

Powered by HGS digital

Unlock the power of delivering great CX through our advanced contact center analytics platform

HGS brings together disparate data sources to deliver actionable insights, with the expertise and bandwidth to drive transformational business impact and power exceptional customer experiences.

HGS PULSE is a contact center data analytics platform that provides visibility into business performance and customer insights. It is designed specifically for HGS clients to keep a pulse on their business with access to accurate, real-time updates and better operational insights for making better business decisions.

The portal is easy-to-access, highly accurate and user-friendly, providing beautifully designed and highly configurable dashboard reporting with drill-down analytics capabilities. It has the following modules:

| Modules | Description | Type |
|-----------------------------|--|----------|
| Operational analytics | Provides insights into operational performance, quality insights and workforce management | Freemium |
| Customer analytics | Learn why customers are contacting customer care, uncover product insights, quality issues, and what is affecting CSAT/NPS scores | Premium |
| Sales analytics | Incorporates sales data into HGS PULSE for an overview of key metrics - total sales, refunds, top customers, top products and more | Premium |
| Social media analytics | Helps import unstructured social media posts into HGS PULSE for an understanding of what customers say about the brand, why they reach out, and gain product and competitive insights | Premium |
| Voice of customer analytics | Incorporates all internal, unstructured customer data and leverages AI to get a thorough understanding of why customers are interacting with the brand, what is causing detractors, what is agent controllable vs non-controllable | Premium |
| Predictive analytics | Uses advance analytics for insights into customer loyalty, customer lifetime value (CLTV), reasons for churn, fraud analytics and other recommendations | Premium |

Value Delivered

HGS PULSE brings together disparate data sources into one single accurate view of operations and customer insights, getting up to 40% improvement in client reporting efficiency.

40%

Client reporting efficiency



Here's how HGS PULSE delivers value to customers

> Improved visibility into business metrics

HGS PULSE presents massive amounts of data simply, and clearly, by integrating data from multiple platforms. It enables root-cause analysis with drill-down features, which offer better insights into customers. The self-service, near real-time updates allow companies to adapt faster to market behavior.

> Reduced operational cost

HGS PULSE saves time and resources involved in manual reporting. It improves efficiency while making decisions by using accurate cross-system data. It reduces the need to have multiple accesses to specialized software licenses.

> Better partner relationships

There is easy access of account data in a single portal platform. HGS PULSE facilitates greater transparency and better client-vendor and cross-departmental communications through visibility into KPIs agreed upon in the contract.

HGS PULSE - Points of Differentiation

The differentiation lies in HGS's data-first expertise combined with our proven, customer service experience of nearly 50 years. HGS has the advantage of economies of scale. Many of our clients use the same tools for customer care. Therefore, we have integrations into the largest, most highly-used platforms in the customer care industry. Our team of data scientists specializes in analytics and assists in uncovering insights through modeling and dashboards. Optimized customer experience is core to all the transformation outcomes we drive for our clients.



Domain expertise



Custom-fit solutions



Innovation incubation

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.