

FROST & SULLIVAN

BEST PRACTICES

AWARDS

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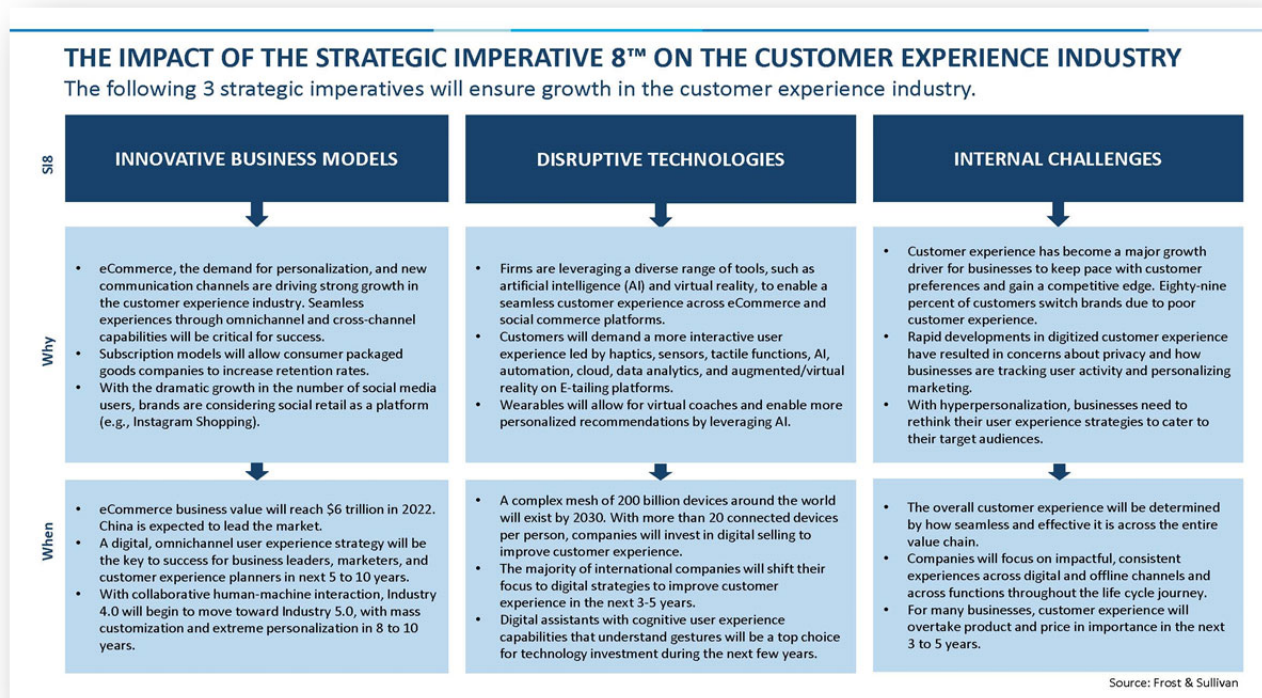
2020 BEST PRACTICES AWARD



**2020 NORTH AMERICAN SOCIAL MEDIA
CONSULTING & BRAND MANAGEMENT
CUSTOMER VALUE LEADERSHIP AWARD**

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of HGS is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of Best Practices criteria across two dimensions for each nominated company. HGS excels in many of the criteria in the Social Media Consulting & Brand Management space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

HGS At-a-Glance

HGS Digital is being recognized, for the second year in a row, for its compelling Social Media strategy and solution portfolio – *Engage, Protect, Inform, Create (E.P.I.C)* Social Care. HGS operates a global network of customer experience (CX) centers across the U.S., Canada, UK, India, Jamaica, UAE, and the Philippines.

A part of the multi-billion dollar conglomerate Hinduja Group, HGS is a global leader in business process management (BPM) and optimizing the customer experience lifecycle. Working with clients and PR firms, the HGS EPIC™ Social Care team responds to everyday inquiries efficiently while delivering appropriate messaging in the context of human rights, natural disasters and pandemic.

Useful links:

HGS About Us:

<https://www.teamhgs.com/about-us>

Who is HGS?

<https://youtu.be/FnBE1zgRRXs>

HGS E.P.I.C. Social Media Solution

<https://www.youtube.com/watch?v=oefPdWaYq0M>

Top Brands are Building Customer Loyalty Online: F&S-Produced VMS Video

https://info.teamhgs.com/Frost-and-Sullivan-Report?utm_source=frosthgsnews

Business impact

Operational Efficiency

Sales and support agents in modern contact centers today are utilizing a much wider arsenal of communication tools - voice, video, e-mail, IVR, Web chat, file sharing, and social media. For HGS, Social care is a strategic method of responding to customer questions, concerns, and mentions through not only social media channels (e.g., Facebook, Twitter, Instagram) but also through other digital channels (e.g., online reviews, chat, messaging apps).

HGS' social media team gathers big-picture insights from what customers are saying en masse. It's about monitoring trends and gauging popular sentiment for impactful decisions.

How does HGS' EPIC™ (Engage, Protect, Inform, Create) Social Care Methodology Really Work?

HGS Digital's highly specialized and trained Social CX teams monitor, manage, and optimize owned and earned brand content while increasing brand competitiveness in terms of response rate, sentiment and personalization, Here's how it works in step-by-step fashion:

1. **Capture customer conversations and ensure active social listening.** Pick up on brand mentions, spot patterns, cultivate loyalty, and address negativity by identifying, escalating, and mitigating issues before a crisis arises.
2. **Filter, sort, and triage mentions with AI.** Focus on relevant keywords, use rule engines to prioritize and automate workflows, and never miss an opportunity to interact with consumers across all social and digital media.
3. **Respond with the right team, at the right time, with the right approach.** Allow the right mentions to get to the right teams at the right times. Communicate quickly, authentically, and with context sensitivity using a customized brand voice crafted just for public interactions.
4. **Measure, optimize, and make data-driven decisions.** Use data to build your brand image, build followers, improve quality, optimize marketing campaigns, and improve operations.

“HGS' EPIC helps build brand affinity and loyalty; creating truly memorable customer experiences and lasting impressions through social media and other digital channels“

- Michael DeSalles, Principal Analyst

Growth Potential

What Makes E.P.I.C. Unique from other Providers?

Frost & Sullivan believes by way of its strategic consulting practice and social engagement platform, that HGS E.P.I.C has created a totally unique value proposition and market space. This creates a barrier to entry and makes it difficult for rivals in the industry to compete. Differentiators include:

Advanced Assessments

- ✓ Current Performance
- ✓ Competitor Benchmarking
- ✓ Technology Review & Recommendations

Process Development

- ✓ Social Playbook & Workflow Mapping
- ✓ Ideal Candidate Profiling
- ✓ Staff Training & Augmentation

Social Enablement

- ✓ AI Implementation
- ✓ Process Automation
- ✓ Technology Enablement

“HGS has developed a world-class talent profile for hiring agents who are best-suited for social media work. HGS’ approaches to both social media and agent recruitment are clear competitive differentiators”

- Michael DeSalles, Principal Analyst

Human Capital

HGS Digital's AI-driven solutions enable humans to complete complex tasks and the technology to handle the routine ones. Between 2017-2020, HGS developed an industry-leading social media and employee recruitment model. The company has built a world-class talent profile for hiring the agents best suited for social media work. The profile and recruitment model are both clear competitive differentiators. In addition to empathy and problem solving, the skill set needed to implement EPIC social care includes strong creativity, critical thinking skills, accurate typing, spelling and grammar skills, along with outstanding communication skills.

HGS Digital employs 750+ leading strategic thinkers, data scientists, user-centric designers, software engineers, and online community managers with an elemental desire to create transformative digital solutions. HGS Digital management has demonstrated that the right social care team and strategy can drive revenues and improved outcomes for a client’s entire business.

Social Media Agent Training

HGS’ social media agents go through an extensive training process. They learn how to understand and connect with individuals in the public domain on a personal, empathetic and creative level. This encourages continued brand loyalty. Most importantly, HGS agents act as true brand advocates.

Customer Impact**Brand Equity***Growing the Client Base with Social Media Management Clients Trust*

HGS’ mission is to drive revenue for clients and help them to become more competitive. In social media consulting and management, revenue expansion takes place in the opposite way of a traditional voice program. HGS’ social implementation experts strategize, measure and engage. Utilizing a single, unified

platform, they listen, tag, automate, route, respond, and report. This allows clients’ brands to get the most impactful mentions to the right people at the right times.

What is the branding strategy Impact on revenue growth? Social media programs provide some of the greatest value for the large brands that HGS services and are amongst the most profitable for the company. HGS’ E.P.I.C. has facilitated hundreds of Enterprise – scale transformations in education, healthcare, hospitality, retail, media & entertainment and financial services. Top clients and brands include top retail, restaurant and CPG companies.

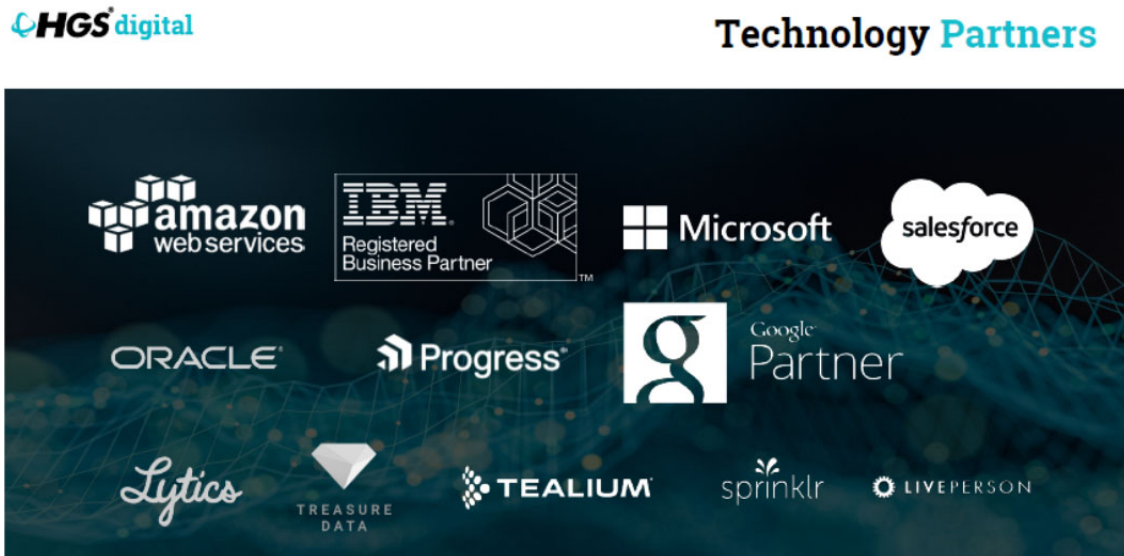
One such top restaurant chain has had a long-standing 10+ year partnership with HGS. By successfully deploying E.P.I.C., HGS has helped the company grow revenues, increase agent tenure, and expand its digital service offering expertise. Once clients trust HGS to respond publicly on behalf of their brand, it’s an easy transition for the company’s sales team to explore ways to help other lines of business.

Price/Performance Value

It is important to note that HGS enjoys strong partnerships with a bevy of well-recognized social media technology vendors; chief among them being Sprinklr. This allows HGS to operate like a public relations agency but price itself in the market like a BPO. This is another distinct competitive advantage.

Exhibit 1.0 shows a list of HGS Technology Partners

Exhibit 1.0



As an HGS partner, Sprinklr is one of the world’s most powerful online customer experience (CX) platforms. Sprinklr helps organizations reach, engage, and listen to customers across 24 social channels, 11 messaging channels, and millions of forums, blogs, and review sites.

Customer Service Experience

A Consultative View

The HGS EPIC™ framework takes a consultative view of each customer's current process, technology and opportunities. It takes into account the online reputation of both the client and its rivals, in order to develop a custom strategy. The end goal is to make clients more competitive in their relative markets.

HGS's EPIC: A Tiered Approach to Customer Service

Success on social requires a balance of *proactive* and *reactive* coverage on-brand engagement. It requires social media management and social media customer care. HGS' tiered packages become more sophisticated as reliance on social deepen. As shown in Exhibit 2.0, HGS EPIC™ packages range from basic social listening and analytics, to complete social customer care packages.

Exhibit 2.0



Source: HGS and Frost & Sullivan analysis

HGS works with its clients to create, execute, measure, and optimize campaigns and then manage consumers' response to them through the HGS EPIC™ Social Care offering.

HGS' COVID-19 Support Plan

HGS EPIC™ Social Media for Crisis Management and Customer Support is a special solution. The goal is to maintain client brand reputation online. HGS deployed it as part of a COVID-19 support plan to help clients manage a huge increase of volume in social media related to the pandemic

How the COVID Support Plan Helps Clients:

- Prioritizes what matters during a crisis
- Maintains a positive brand reputation
- Supports customers through the crisis around the clock
- Decodes the voice of the customer to make informed business decision

Conclusion

HGS EPIC™ Social Care is helping large global enterprises transform brand management with a unique approach to online engagement by:

- Achieving faster response times & improved response rates
- Using AI to filter non-actionable mentions
- Leveraging automation to route the right mention to the right team members
- Delighting customers with insights that they didn't expect
- Finding and understanding client vision, given the experience of working with other brands

With its strong overall performance HGS has earned well-deserved recognition, for the second year in a row, with the Frost & Sullivan 2020 Customer Value Leadership Award in Social Media Consulting & Brand Management for North America.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

