

Web Chat to become the Next Wave of Customer Management Adoption, According to Firstsource Survey

New York, March 25, 2014: While half (54 percent) of U.S. consumers still prefer to use the phone to resolve a customer service issue, over 67 percent think web chat will eventually become more widely used, according to a new survey conducted by Firstsource Solutions, a global provider of business process management services. The survey aimed to gain insight into consumer attitude and use of web chat services.

Thirty-eight percent of Americans often use web chat, a form of real-time communication online with a live representative, to buy products or services, resolve customer service or tech support issues and answer product questions. Firstsource's survey found that 69 percent of respondents would use web chat to contact their wireless, utilities, banking, healthcare, insurance and education providers.

"Companies looking to be at the forefront of customer management trends should incorporate web chat into their customer service strategy," said **Iain Regan, Firstsource Global Head of Sales and Marketing**. "We know that today's omni-channel consumers are looking for the ability to have instant engagements and self-service options without compromising their experience with the company and its products."

The survey also examined how satisfied consumers are with using a web chat service. It shows that 91 percent of consumers who ever used web chat are satisfied with the ability of web chat to help their decision of buying products or services online, resolving customer service or tech support issues or answer product questions in a timely manner. In fact, 42 percent of consumers stated that the ability of web chat to enable instant access to a customer service representative without hold time and the fact that it's readily available is the most important benefits of using the service.

"The way consumers communicate with companies and interact with products is clearly evolving in the U.S. market," added Regan. "Companies that can adapt and provide instant access via web chat services will transform their customer management processes and ultimately improve consumer satisfaction."

Finally, as web chat continues to evolve in the U.S., about three out of four (79 percent) of Americans think people will be interested in having a web chat feature that could be used on mobile phones or tablets.

For more information on web chat use, please visit: <http://www.firstsource.com/firstchat.html>

Editor's Note:

The Firstsource Web Chat CARAVAN® Survey was conducted by telephone earlier this year through ORC International. Respondents consist of 1,018 adults, 18 years of age and older, living in the continental U.S.

About Firstsource:

Firstsource (NSE: FSL, BSE: 532809, Reuters: FISO.BO, Bloomberg: FSOL@IN) is a leading global provider of customized Business Process Outsourcing (BPO) services to the Healthcare, Telecom & Media and Banking & Financial Services industries. The company's clients include Fortune 500, FTSE 100 & Nifty 50 companies. Firstsource has a "rightshore" delivery model with operations in India, Ireland, Philippines, Sri Lanka, UK and U.S. (www.firstsource.com).

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