



Achieving competitive advantage through outstanding customer experience

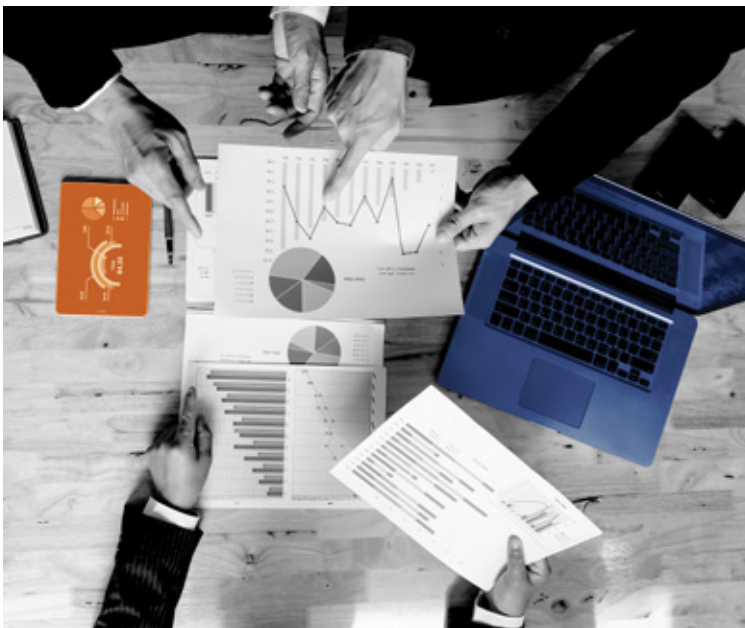
Transformational customer management solutions

Delivering outstanding customer experience

At Firstsource, we achieve measurable business results through transforming our clients' performance and delivering excellence in customer experience.

Customer-centricity is at the heart of our strategy and as custodians of our clients' brands, we help them provide a differentiated service to customers.

Our innovative solutions solve clients' business challenges and transform their operational performance to enable growth. By implementing actionable insights and integrating technologies such as automation, analytics and digitization, we deliver accelerated business outcomes and measurable value.



We enable our clients to achieve competitive advantage through the provision of outstanding customer experience and deliver value through the following strategies:



Customer experience management

Our CX Lab enables us to work collaboratively with clients to design winning customer experience strategies



Customer interaction management

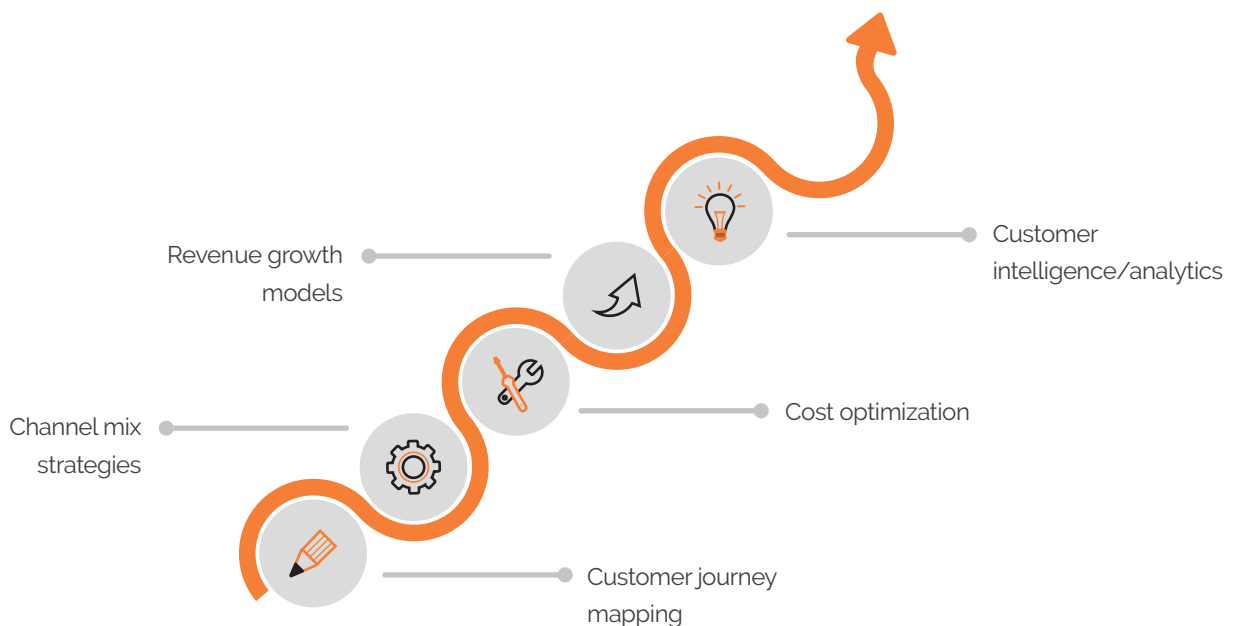
Helping client business growth through the integration and deployment of automation, analytics and digitization



Cost optimization

Reducing client operating costs while improving customer experience

Solutions to help drive business growth



Today's customers demand connected journeys

Delivering good customer service is a key component of a successful business and today's constantly-connected customers are demanding increasingly more from the brands they engage with. In a new age of reduced loyalty, digitization of services and changes in consumer behavior, a seamless approach to connect customer journeys across all platforms is crucial.

Adapting to these new rules of engagement can be a challenge for many businesses, but it also presents a unique opportunity to increase customer satisfaction, establish a competitive edge, and drive business growth.

Brands cannot afford to provide 'average' customer service and must constantly improve and refine their strategies to keep pace with customer expectations and technology advancements.

CX Lab and customer experience strategy design

At Firstsource, we are passionate about creating differentiated customer experiences and enhancing customer loyalty, regardless of the choice of channel.

With smart digital engagement backed by advanced analytics and customer insights, we are equipping our clients to meet the challenges that a multi-channel approach brings, and provide them with the right tools to grow their business.

That doesn't happen by accident. Improving customer experience (CX) is at the heart of everything we do. In our 'CX Lab' we help our clients target new customers, as well as retain their loyal ones and use a tailored approach, recognizing that every business is unique with its own vision and specific goals.

We work collaboratively to develop customer management strategies with our clients, designing consistent customer experiences across all channels, connecting people, processes and technology.

Securing a 90% increase in customer satisfaction for UK financial services provider

Firstsource successfully transitioned the customer management operations for one of the UK's largest financial service providers to ensure customer experience improvement targets were met, while reducing costs. The partnership, encompassing 2600 roles across two markets, four centers, 23 work streams and multiple lines of business, significantly improved the client's customer satisfaction (CSAT) scores and generated substantial savings.

Firstsource set up an offshore center in Manila, Philippines and helped transfer the client's US and UK operations with nearly 1,000 employees.

The partnership improved customer satisfaction score (CSAT) from 8% to 98%, a remarkable 90% increase. The client was able to accrue considerable savings over the contract period, with a \$6.4 million upfront pay-out from the US lift out and \$16 million from the UK lift out.

Harnessing new technology to create seamless customer journeys

Customers are not limited to a single brand experience and they are constantly interacting with brands across multiple channels. This creates the need to maintain a consistent and meaningful customer experience across online and offline channels rather than focusing on individual channels. Omnichannel has replaced a fragmented channel approach with consistency and an improved customer experience, which means businesses need to be agile and informed in order to break down the silos to create a truly seamless experience.

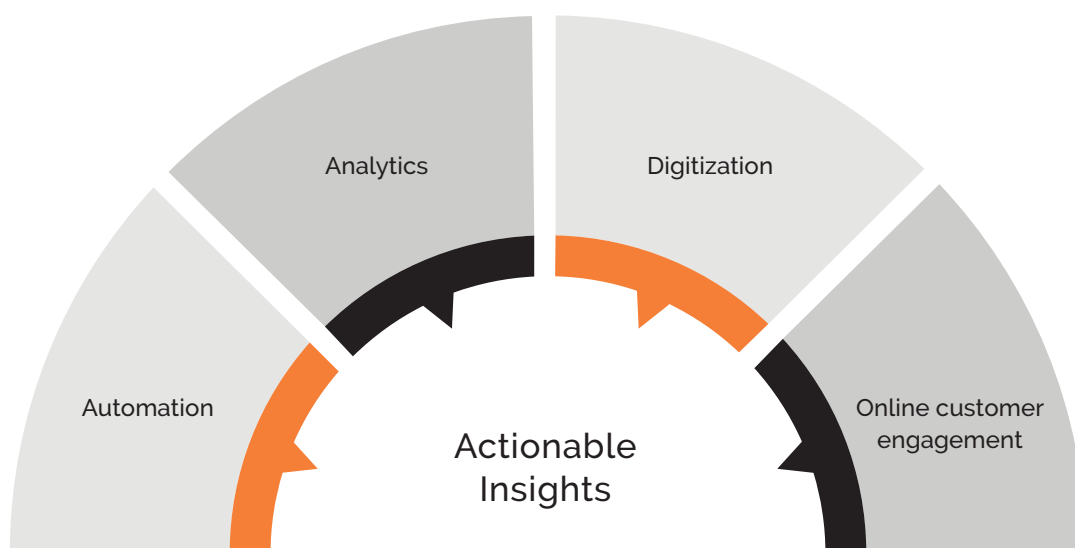
Effective customer lifecycle management strategies enable meaningful customer interactions that fuel significant business growth and profitability. We use newer technologies such as automation, digitization, and analytics to help our clients achieve accelerated business outcomes.

Fuelling business growth through automation, analytics and digitization

At Firstsource, we implement actionable insights to deliver improved business outcomes, with measurable value through automation, analytics and digitization. Such technologies have the potential to unlock value across a wide range of business functions to provide more customer-friendly, cost-effective and compliant processes in industries ranging from telecoms to healthcare, financial services to travel and more.

We understand that customer expectations keep evolving significantly. The more data we gather about our customers, the better able we will be to create meaningful experiences that truly delight them.

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Improving quality scores to over 95% for UK mobile operator

boosting quality scores to over



First contact resolution (FCR) touched over



The client, a UK based MVNO (Mobile Virtual Network Operator) uses online communities as a form of customer support. The organization needed help to manage its online customer engagement and build customer loyalty. They partnered with Firstsource to improve service quality on online channels and reduce cost-to-serve.

Firstsource leveraged its skills and relevant experience, to effectively support the client, using best practices in non-voice delivery to help manage the client's online customer channels.

A part of the Firstsource solution was to identify and prioritize the customer interactions that drive lifetime value. Real-time case monitoring and performance incentives helped in boosting quality scores to over 95%. First Contact Resolution (FCR) touched over 80%, with a reduction in Average Handling Time (AHT).

The solution helped the client maintain an innovative online customer service model at low costs by encouraging member participation and rewarding contributions.

Analytics delivers -6 to +8 increase in NPS for a UK media company

For a leading pay-tv provider in the UK, Firstsource deployed its customer interaction analytics tool - firstCustomer Intelligence (FCI), to understand the customers' emotional journey and improve loyalty.

FCI methodology, comprising of speech and text analytics, was used to analyze 80,000 webchat transcripts and 60,000 voice calls, a total of 140,000 customer interactions. FCI's combination of speech and text analytics helped the client improve its TV service issue resolution process and reduce the cost-to-serve.

By understanding the customer's emotional journey, the FCI analysis generated actionable customer insights that helped drive relevant process changes directly linked to improving customer experience.

FCI helped improve customer loyalty through an enhanced service experience which resulted in an increased Net Promoter Score (NPS) from -6 to +8. It also led to an annual savings of £500,000 through contact avoidance and £120,000 by improving efficiency.

By identifying and eliminating the key areas of customer dissatisfaction, Firstsource was able to reduce repeat customer contacts, driving down the cost-to-serve.



Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

For more information, please visit www.firstsource.com