

August 8, 2024

BSE Limited
Corporate Relation Dept.
P. J. Towers, Dalal Street
Mumbai 400 001.
Scrip Code : 532859

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 051.
Symbol : HGS

Dear Sir/Madam,

**Sub: HGS Agent X Experiences Triple Growth for Active Users and Clients,
Revolutionizing Contact Center Operations**

We are enclosing a Press Release being issued by the Company on the captioned subject, which is self-explanatory.

Kindly take note of the above.

For **Hinduja Global Solutions Limited**

Narendra
a Singh

Digitally signed
by Narendra
Singh
Date: 2024.08.08
10:49:20 +05'30'

Narendra Singh
Company Secretary
F4853

Encl : As above

HINDUJA GLOBAL SOLUTIONS LIMITED.

HGS Agent X Experiences Triple Growth for Active Users and Clients, Revolutionizing Contact Center Operations

Award-Winning Technology Delivers Instant ROI, Lower Costs, and Improved Customer Experience

CHICAGO, US & BENGALURU, India – [Hinduja Global Solutions](#) (HGS) (listed in BSE & NSE), a leader in technology-led customer experience (CX), today announced the tripling of growth for active users and clients for [HGS Agent X](#), a first-of-its-kind holistic contact center accelerators that incorporates artificial intelligence (AI) for intelligent experience management, making it the cornerstone for top-tier contact center operations.

Since its launch in 2022, HGS Agent X has revolutionized productivity, sales, and bottom-line results for over 1,300+ agents across diverse industries worldwide, ensuring instant return on investment (ROI). With HGS Agent X, organizations are seeing an average increase of 15-20% in sales conversion rates and up to a 20% decrease in frontline support costs.

Recent Gold recognition from [the Stevie Awards for Sales & Customer Service](#) underscores HGS Agent X's ability to speed up decision-making processes and operational efficiencies, in order to solve critical contact center challenges, all while delivering an outstanding customer experience.

"HGS stands out in the CX space with its innovative approach, particularly with HGS Agent X, and its ability to steer enterprises towards an AI-enhanced future," said Ivan Kotzev, Lead CX Services Analyst at [NelsonHall](#). "The automated accelerator reflects HGS's strategy to balance technology with human agents, streamlining processes and enriching customer interactions. Through HGS Agent X, HGS aims to meet and anticipate market demands for sophisticated, intelligent customer experiences. It showcases how using AI can elevate service standards and position enterprises at the forefront of digital transformation."

HGS Agent X elevates agent retention by alleviating the burden on frontline staff, reducing operating costs through shortened training times by 60-80%, and lowering average handling time (AHT) by 40-50%, all within one easy-to-use system. The integration of HGS Agent X into operations has also enabled near real-time quality assurance coaching, freeing up team leaders and increasing their productivity by 300%. This increased productivity is now focused on one-on-one time with agents, fostering a supportive and high-performing work culture.

HGS Agent X has also been recognized by the [Business Intelligence Group's Awards for Business](#), [the Stevie International Business Awards](#), and [the AI Breakthrough Awards](#), among other leading industry award programs.

To learn more about HGS Agent X, visit <https://hgs.cx/solutions/agent-x-contact-center-solution/>

About [Hinduja Global Solutions](#) (HGS)

A global leader in optimizing the customer experience lifecycle, digital transformation, business process management, and digital media ecosystem, HGS is helping its clients become more competitive every day. HGS' core BPM business combines automation, analytics, and artificial intelligence with deep domain expertise focusing on digital customer experiences, back-office processing, contact centers, and HRO solutions. HGS' digital media business, **NXTDIGITAL** (www.nxtdigital.in), is India's premier integrated Digital Delivery Platforms Company delivering services via satellite, digital cable and broadband to over 6 million customers across 1,500 cities and towns.

Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a "globally local" approach. HGS has 18,335 employees in nine countries, including 32 delivery centers, making a difference to some of the world's leading brands across verticals. For the year ended March 31, 2024, HGS had revenues of Rs. 5,087.8 crore (US\$ 614.4 million). Visit <https://hgs.cx> to learn how HGS transforms customer experiences and builds businesses for the future.

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