

wow!
CUSTOMER EXPERIENCE



Dear Partners,

Customer Management Services have moved beyond being purely cost centers to platforms that build brand loyalty through differentiated customer experience and generate additional revenues through predictive analytics and better insights on consumer behavior. Customer Experience is the new battleground with the importance of multi-channel servicing on the rise. However, in a world of constantly connected customers, where data grows at speeds too great to comprehend, they expect the communication and experience to remain consistent across channels.

And a company's commitment to better customer experience gets best tested during times of disruptions, be it on account of weather or on account some unforeseen external event. Last month, Intelenet's customers experienced an unusually high number of disruptions on account of multiple such issues and while all of us could have done without such calamities, I am amazed at how our teams worked hand in hand with clients to ramp up capacities across the globe, increasing by up to 50% with couple of weeks in some cases. So be it during Hurricane Irma or Maria, our teams steadfastly continued to provide proactive customer services and support activities throughout the incident periods.

So it was not a big surprise to receive effusive client testimonials capped by two awards, for 'Best Innovation' and for 'Best Customer Services Team' at the US Golden Bridge Awards 2017.

Best regards,
Bhupender Singh, CEO,
Intelenet Global Services

INDUSTRY ALERT

"According to Forrester, 72% of businesses say that improving customer experience is their top priority. A study from New Voice Media indicates that companies lose more than \$62 billion due to poor customer service. Today, 62% of companies view customer experience delivered by the contact centers as a competitive differentiator. Therefore, for customers to stay loyal, businesses have to invest in the experience.

As a result, Gartner predicts that by 2018, more than 50% of organizations will redirect their investments to customer experience innovations. Companies with the strongest omni-channel customer engagement strategies will retain an average of 89% of their customers, as compared to 33% for companies with weak omni-channel strategies. Also, it's no longer the question whether the mobile experience is important or not. By 2017, mobile search will generate 27.8 billion more queries than desktop search. Since 89% of businesses are soon expected to compete mainly on customer experience, organizations that take customer experience seriously will stand out from the noise and win loyal customers over."

SuperOffice.com

New Wins for the Month

- Contact Center Services for:
 - A Banking & Financial Services Major
 - An Insurance Enterprise
- Taxation Services for a Leading Global Credit Bureau
- HRO Services for a Leading Bank
- Collections Services for Financial Services Player
- Knowledge Management Services for a Banking Major

MONTHLY HIGHLIGHTS



INTELENET GLOBAL SERVICES WINS 'US GOLDEN BRIDGE AWARDS 2017'

THE GOLDEN BRIDGE AWARDS



Intelenet has won two awards at the 'US Golden Bridge Awards 2017' - the world's premier 'Business Awards' program honoring achievements in every industry around the world:

- Silver ranking for 'Best Innovation of the Year' for iFare™
- Silver ranking for 'Best Customer Service Team of the Year' for Team Barclays



INTELENET GLOBAL SERVICES CEO BHUPENDER SINGH'S ARTICLE FEATURED IN GLOBAL BANKING AND FINANCE REVIEW



Traditional Outsourcing Deals Make a Comeback

Traditional outsourcing allows companies to establish around-the-clock business operations to meet ever-growing customer demand. It can be challenging for organizations to become truly global, but outsourcing firms can lend a helping hand by offering globally accessible solutions to clients on a 24-hour basis.

Read full article here:

<https://www.globalbankingandfinance.com/traditional-outsourcing-deals-making-a-comeback/>



INTELENET GLOBAL SERVICES SHOWS THE WAY AHEAD FOR DIGITAL TRANSFORMATION IN THE MORTGAGE INDUSTRY



Digital Transformation and the Customer Journey

Humanoid robots are now being used to interact with customers. Bank of Tokyo Mitsubishi in Japan has a robot that greets people in branches. Is there a future when we will have a robotic mortgage adviser – or is that too far-fetched?

Read full article here:

<https://www.mortgagefinancegazette.com/features/digital-transformation-customer-journey-07-09-2017/>