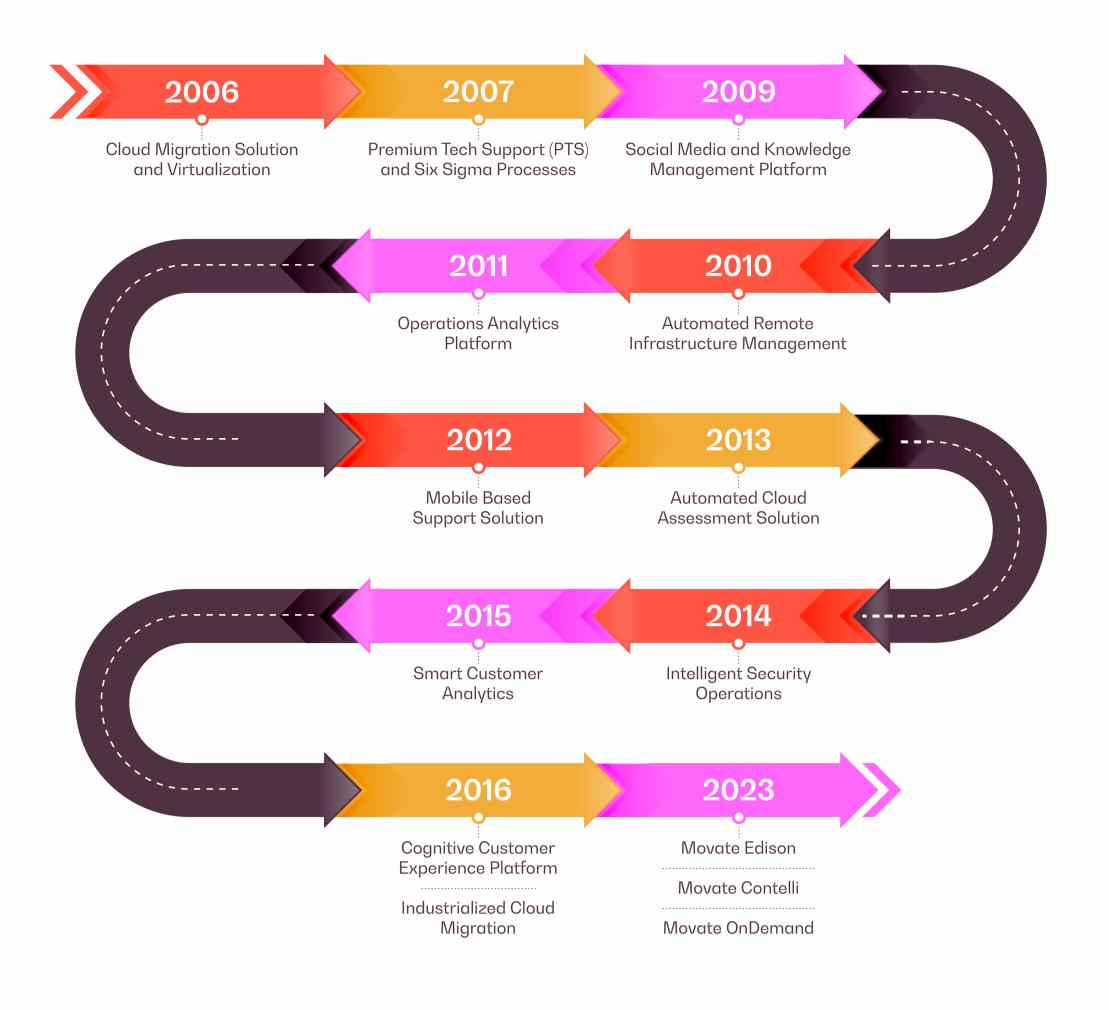


INNOVATION AT MOVATE

The Bedrock of Growth and Competitive Differentiation

At Movate, every moment is exciting because we breathe innovation. We invest in automation, analytics and digital technologies to help our customers be the best in what they do.

CROSSING THE CHASM OF INNOVATION – **STAYING AHEAD IN A CHANGING INDUSTRY**



SUPPORT OPERATIONS POWERED BY INNOVATION LABS – DISCIPLINE OF BUILDING BREAKTHROUGHS

At Movate, innovation is at the heart of our strategy and it's exactly what we set out to do when we first created the innovation labs. Movate's innovation labs acts as an entry point for clients to access the new age capabilities that augment customer's existing capabilities, find solutions to crucial business problems, and drive new growth streams.



UX Designers, Automation Experts, Domain Specialists and Data Scientists



Digitization of Business Process to Deliver 360° Customer Context e.g. Real-time, Historical, and Social



Shift-left approach in Operations (Call Elimination, Call Deflection and Agent Amplification)



Co-creation and Customer-Driven Investments – Prototyping and TestingLabs in Chennai, India

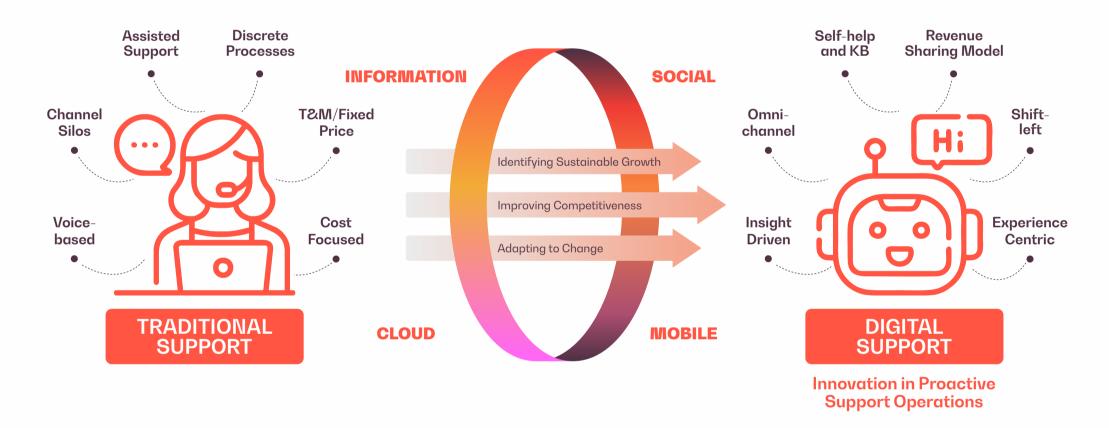


Partnerships with Disruptors: Apigee, AWS, Azure, Google, GE Predix, Oracle and Freshworks

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Focused on Building Predictive Support Models and Revenue Generation through Outcome-based Engagement Models

REIMAGINING SUPPORT MODEL THROUGH TECHNOLOGY INNOVATION



RECENT INNOVATION IN SUPPORT OPERATIONS



COGNITIVE CUSTOMER EXPERIENCE PLATFORM

Contextual AI – Focused on Support Operations and Business Process Management



GADET

Omni-Channel Support – Mobile Based Support Improves Customer Stickiness and Delivers Unified Experience



ACTIVE INSIGHTS

Smart Customer Analytics – Customer Insights Focused on Revenue Creation and



CONTELLI

Intelligent Automation – Al-based Automation to Simplify IT Support Operations

BREAKING STEREOTYPES IN THE CUSTOMER SUPPORT INDUSTRY

Gartner.

Recognized by Gartner amongst Top 50 Customer Management Service Providers, 2018

Forrester[®]

Identified by Forrester Research amongst Top 10 Customer Analytics Service Providers, 2017



Winner of Stevie Award for Innovation in Customer Service in Telecommunication, 2018



Recognized by NelsonHall as a "Leader" in Customer Management Services, 2017

NASSCOM®

Winner of NASSCOM Customer Service Excellence Awards, 2017

Gartner

Recognized by Gartner as a "Cool Vendor" for Contextual Adoption of Analytics in Support Operations, 2016



ABOUT MOVATE : Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and a relentless focus on driving client outcomes. Recognized as one of the most awarded and analyst-accredited companies in its revenue range, Movate helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its world-class talent of over 11,700+ full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages.