

# Excellence in supporting clients

*In the toughest working environment in memory for most organizations, 2021 Stevie Award winners still found ways to innovate, grow sales, please their customers and secure new business. This is certainly also very true for Computer Generated Solutions (CGS), a global provider of business applications, enterprise learning and outsourcing services. CGS was named the Gold Winner for the 2021 Stevie® Awards for Sales & Customer Service in the Contact Center or Customer Service Outsourcing Provider of the Year category. "It's an honour to be awarded the Gold Stevie once again in recognition for the team's hard work and excellence in support of our clients," says Phil Friedman, CGS president and CEO. CGS has been awarded in this category twice prior.*

For more than 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS is wholly focused on creating comprehensive solutions that meet clients' complex, multi-dimensional needs and support clients' most fundamental business activities.

Headquartered in New York City, CGS has offices around the globe.

Phil Friedman was born and raised in the former Soviet Union. After spending 12 years in numerous positions in the electronics industry, he immigrated to the U.S. and settled in New York City. In addition to his degrees in Electrical Engineering, Economics and Finance from his native country, Mr. Friedman also studied Information Systems in the

U.S. Under his leadership, CGS has been recognized by Inc. Magazine, Deloitte & Touche and Crain's New York Business, among others, as one of the fastest growing privately held technology companies in the U.S. Mr. Friedman has expanded CGS through organic growth as well as the successful integration of several acquisitions.

Commenting on winning this award, Mr. Friedman says: "Sixty countries participate in this competition and being recognized by peers as the gold standard in the customer care and customer service is a big recognition. We participate in this event on a yearly basis and this is not the first time that we won this award. But winning it in this category is a recognition that we take our customer service and our engagements very seriously. We deploy the best technology, but most



importantly, we align the customer's project with the best people. That's the strength of the company and that is what we take a lot of pride in."

With optimized call center resources to serve global clients, CGS offers a unique hybrid approach through automation and live agents in its contact centers located in North America, South America, Europe, Asia and the Middle East. Its AI-enriched chatbot and Robotic Process Automation (RPA) technologies complement the customer support services provided by thousands of multilingual call center agents. CGS supports many of the world's industry-leading global brands from retail, hospitality, healthcare, technology and telecom. Its innovative, scalable and flexible Business Process Outsourcing (BPO) solutions include technical and customer support, telesales, channel enablement and back office support.

"We partner with some of the largest brands in the world of technology, telecommunications, finance, health care, retail. These are very demanding customers that want the best-in-class service. We want to assure continuity and consistency, and delivering on that is our daily challenge. The only way we can succeed is when we align our operations with the needs of our customers, and that is exactly what we are doing," Mr. Friedman explains.

The global pandemic upended business as usual across all industries. As social distancing and working remotely took hold, companies accelerated the need for technology to support everything from onsite repairs to training employees. The CGS award-winning Teamwork AR™ solution, recognized by industry analysts and businesses for its innovation, customer experience (CX) and practical functionality, brings the right technology



*Phil Friedman, CGS  
president and CEO.*

at the right time. Whether a company needs temporary remote assistance during this time of disruption or ongoing support for a dispersed workforce, the solution can support customers and employees. It allows employees to be more efficient by utilizing real-time learning and guidance remotely through collaboration, while also keeping them safe by limiting unnecessary travel.

Mr. Friedman explains that a lot of cost savings and a lot of optimization of the business can be accomplished by self-service. "Instead of sending out a technician in the field to fix something it is much more efficient when supplemented with augmented reality out of technical support centers and BPO centers, to guide the technician and help him to solve the problem first time, thus saving a lot of time and money for customers."

CGS currently is experiencing explosive growth. Serving its customers globally, the company is looking to deploy its resources in China, notably. "We see the Chinese market as a huge market for us going forward. But also, in Southeast Asia and especially India, we are taking

extraordinary efforts to expand our services. We are convinced that that's the place to be. Following that, we will also expand our presence in Africa where we have a smaller operation now, but we believe this is also the place we need to be. We are aiming for global coverage because global multinational clients require consistent service all over the world. You cannot be different in one part of the world, so the service has to be consistent globally. And that's our goal," Mr. Friedman concludes.



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