

## Infosys Wins Global Telecoms Business Innovation Award with BT

**LONDON – June 13, 2013:** BT's Seamless Desktop program, powered by the Infosys customer service experience product AssistEdge, has been awarded the prestigious [Global Telecoms Business](#) Innovation Award for 2013 in the Consumer Service Innovation category.

### News highlights

- Award presented for Seamless Desktop, a transformational customer service experience program deployed by Infosys for Openreach, a BT Group company
- Judges cited extraordinary instance of collaboration and innovation coming together to deliver a superior customer service
- Infosys AssistEdge customer service experience product is at the core of delivering a role-based unified view of multiple systems for more than 2,500 advisors at Openreach
- This product, [launched in January 2013](#), transforms contact centers to deliver an integrated and seamless cross-channel experience to its customers

Specific benefits experienced by Openreach:

- Reduced call handling time by up to 20 percent
- Reduced approximate case handling time to just 30 seconds from 2.5 minutes
- Resulted in return on investment within six months
- Improved information management of customer service operations and metrics

### Quotes

Phil Townsend, CIO, Openreach, Service Management:

*"Providing a first-class customer experience is vital to Openreach. AssistEdge simplified how the service agents navigate multiple systems by creating an intuitive and unified interface when handling customer calls. Infosys focused on collaboration and continuous innovation, which ensured the solution exceeded our expectations and was implemented in a rapid timeframe."*

Sanjeev Arya, Associate Vice President, Communications, Media & Entertainment, Infosys:

*"Agility and speed are extremely important in today's highly competitive market. The AssistEdge product is core to Openreach's transformational initiative to improve customer service. The product helps operators quickly realize significant improvements in customer service and agent productivity, and is enabling our clients to experience meaningful business impact."*

Alan Burkitt-Gray, Editor *Global Telecoms Business*:

*"This is the seventh time we've run our Innovation Awards and each year we've seen that the industry is working harder and harder to deliver exciting and innovative services to its customers worldwide. Congratulations to Infosys and BT. The industry is seeing a wave of innovation which is making a huge difference, to the companies working in the industry and to all of us in business and as consumers. They are making such a difference to the world. We want to celebrate what they are doing."*

The [Global Telecoms Business Awards](#), now in their seventh year, acknowledge innovation and excellence across the worldwide telecommunications industry.

### Additional resources

- More information on Infosys AssistEdge, [click here](#)
- Infosys AssistEdge drives contact center efficiencies at Openreach, watch [this video](#)
- More information on Infosys communication services offerings, [click here](#)

- Future of customer service experience [blog](#)
- Future of customer service [video](#)

### About Infosys

Infosys is a global leader in business consulting and technology solutions. As a proven partner focused on building tomorrow's enterprise, Infosys enables clients in more than 30 countries to outperform the competition and stay ahead of the innovation curve. Ranked in the top tier of Forbes' 100 most innovative companies, Infosys – with \$7 billion in annual revenues and 150,000+ employees – provides enterprises with strategic insights on what lies ahead. We help enterprises transform and thrive in a changing world through strategic consulting, operational leadership, and the co-creation of breakthrough solutions, including those in mobility, sustainability, big data, and cloud computing. Visit [www.infosys.com](http://www.infosys.com) to see how Infosys (NYSE: INFY) is Building Tomorrow's Enterprise® today.

### Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2013 and on Form 6-K for the quarter ended June 30, 2012, September 30, 2012 and December 31, 2012. These filings are available at [www.sec.gov](http://www.sec.gov). Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

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