



Philips S.A. Names NCR Managed Services Provider for Latin American Customer Support

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NCR will provide help desk, customer care and technical support services for Philips across Spanish-speaking Latin America

DULUTH, Ga., Mar 29, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced that it has been selected to provide [help desk](#), customer support and other [managed services](#) for the Spanish-speaking customers of Philips S.A. throughout Latin America. From its facility in Buenos Aires, NCR will provide technical support and customer care services for all Philips S.A. consumer products, assist with inbound marketing support for promotions and deliver other specialized call center functions.

Philips S.A. chose NCR based on its successful track record for delivering managed services, including help desk and support operations, as well as the company's 126-year history of understanding consumer behavior, which will help Philips S.A. foster stronger relationships with consumers and differentiate itself from competitors. NCR provides technical and consumer help desk services in more than 15 languages around the world.

"Philips is committed to developing state of the art solutions focused on consumers' needs that offer them outstanding benefits from technology innovations that will improve their quality of life. We have established a partnership with NCR to provide help desk services to our customers with the highest quality standards. Philips and NCR share the goal of developing services based on consumers' needs," said Ariel Pozo, consumer care manager, Philips Argentina S.A.

"Latin America is an extremely important growth market for NCR, and we are proud to expand our customer base here, working with a global leader like Philips S.A.," said Chris Askew, senior vice president of services, NCR Corporation. "By using NCR managed services to address its customer care needs, Philips S.A. can reduce costs, enhance customer experience and service and expand the reach of its brand across the region."

NCR provides value added services to 19 of the world's top 20 banks, 17 of the top 20 retailers, 8 of the top 10 telecom firms and 5 of the top 6 airlines. NCR provides its managed services customers with industry-leading technologies and best practices supported by 13 managed services operations centers globally.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 119,000 employees in more than 60 countries worldwide. With sales of EUR 25.4 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare.

To access the latest news from Philips, visit: www.philips.com/newscenter

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

NCR is a trademark of NCR Corporation in the United States and other countries.

SOURCE: NCR Corporation

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