

FOR IMMEDIATE RELEASE**LG ELEVATES DIGITAL TRANSFORMATION
WITH OPENING OF NEW CLOUD CALL CENTER**

*Delivering Efficient, Responsive Cloud-based Customer Service
Solution with Help of Amazon Connect and Genesys Cloud*

HUNTSVILLE, Ala., July 7, 2021 — LG Electronics' new Cloud Call Center in the United States, the company's first in the world, is elevating LG's rapid digital transformation while further improving the quality and efficiency of its customer service.

Implementation of the cloud-based system will create a better customer experience and more positive outcome. The system allows LG's customer service representatives to work collaboratively and effectively from different locations, eliminating the need to be in the same physical space, reducing the likelihood of a quarantine situation.

With new speech to text (STT) capability that quickly and accurately converts voice calls into written text, customer service representatives can easily and quickly research and respond to reoccurring issues and repeat questions.

If there is a backlog due to a high call volume, the Cloud Call Center suggests an alternative faster option, such as "talking" to a chatbot on LG's customer service site or another social media platform. An accurate estimate of the wait time will be available in the near future. The system is powered by either Amazon Connect and Genesys Cloud.

"LG's new Cloud Call Center actively upgrades and refines our service delivery and helps us to ensure the best possible customer outcomes," said Yoo Kyu-moon, executive director of the Customer Service Management Center at LG Electronics. "With more helpful options to choose from, LG customers can receive the support they need in the way they prefer to receive it."

Following the U.S. and Canada, LG plans to open Cloud Call Centers in a dozen additional countries including Australia, Brazil, France, Italy and Vietnam this year and in South Korea in early 2022.

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About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. LG is a seven-time ENERGY STAR® Partner of the Year. Its commitment to environmental sustainability and “Life’s Good” marketing theme encompass how LG is dedicated to people’s happiness by exceeding expectations today and tomorrow. www.LG.com.

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