

Warm greetings for the New Year from the WNS family!



WCF Roundup

In its relentless efforts to touch and enrich the lives of young children, WCF extended the outreach of its Computer Literacy Program to over 120 schools in India. In the last quarter, the WCF team opened a new chapter in the form of a unique learning initiative called Cast-A-Spell, a global spelling competition held across seven cities and six countries. Cast-a-Spell engaged more than 26,000 children and enabled each child to learn more than 200 words for the contest.

Our fiscal third quarter financial results were solid, with the company successfully expanding revenue, margin, profit and cash flow. I am delighted to share a few highlights:

- Q3 Revenue less repair payments of \$128.4 million, up 7.3 percent from \$119.6 million in Q3 of last year and up 1.5 percent from \$126.5 million last quarter
- Q3 Adjusted Net Income (ANI) of \$25.1 million, compared to \$19.8 million in Q3 of last year and \$23.9 million last quarter
- Added 5 new clients in the quarter, expanded 4 existing relationships
- Day Sales Outstanding (DSO) at 28 days
- Global headcount of 27,755 as of December 31, 2014



Recognitions and Awards

Analyst Recognitions

'Leader' in Insurance BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2014 by Everest Group

'Leader' in NelsonHall NEAT Evaluation for Transformation Customer Management Services BPO for the overall category

'Leader' in NelsonHall NEAT Evaluation for P&C Insurance BPO in the Automotive Sector

'Major Contender' in Everest Groups Service Provider Landscape with PEAK Matrix™ Assessment 2014 for the following: Procure to Pay (P2P), Order to Cash (O2C), Banking BPO, Capital Markets BPO, Supply Chain Management (SCM) BPO, Contact Center Outsourcing (CCO) Market for BFSI Industry and Contact Center Outsourcing (CCO) Market for the Healthcare Industry.

WNS Corporate Update

WNS Positioned as a 'Leader' in Insurance BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2014 by Everest Group

WNS's market success and its overall Insurance BPM service delivery capability was recognized by the Everest Group. WNS was positioned as a 'Leader' in the Service Provider Landscape with PEAK Matrix™ Assessment for Insurance BPO. Deep domain expertise, industry-specific solutions and a firm commitment to customer service have enabled WNS to create a differentiated positioning in the insurance BPM market

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WNS Wins Skoch Order of Merit for India's Best Project for CSR

In the last quarter, WNS won the Skoch Order of Merit for India's Best Project for CSR, thus acknowledging the efforts of

WCF volunteers, known as Trailblazers, towards creating a profound regional and international social impact. The Skoch Renaissance Award recognizes corporates that demonstrate exceptional business leadership and social responsibility.

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Awards

The TA Leadership League Award
WNS won the TA Leadership League Award in the 'Best in Recruitment Engineering' category. The TA Leadership League Awards 2014, initiated by People Matters Media, is a platform that recognizes and rewards the best talent acquisition (TA) practices within organizations for making a clear business impact.

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The DSCI Excellence Award
WNS won the DSCI Excellence Award for Security in BPM- Large Category. The awards recognize organizations who have taken strategic, proactive and innovative security and privacy efforts to enable the organization to harness data protection as a lever for business growth.

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WHITEPAPER:

How a Predictive Analytics-based Framework Helps Reduce Bad Debts in Utilities

The utilities industry has been riddled with payment delinquencies for the past several years, forcing utility companies to trade off profits for survival, and give up on their rightful revenue by taking the 'write-

off' route. An 'integrated three-pronged revenue protection strategy' aids utility companies in effectively minimizing bad debt write-offs. Predictive analytics lays the foundation for this strategy by

enabling customer segmentation, revising collections tactics and enhancing customer satisfaction interventions.

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WEBINARS:



Maximize the Power of ERP with the Financial Benefits and Ease-of-Use of a P-Card Xponential – It's About the Integration

With growing technology enablement, organizations are often looking at integrating multiple business functions and processes within the organization. In specific context to Finance and Accounting, most ERP packages are designed and developed in the form of modules to address key processes - be it "Order-to-Cash" or "Procure-to-Pay". The standard nature of ERP has resulted in

standard purchasing frameworks that are not able to serve all needs and requirements of the organizations. There are multiple activities – both mundane and complex - that are outside the purview of the ERP because of the way the ERP is structured and the dependencies that other ERP modules may have on it.

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ARTICLES:



How Do You Get Financial Reporting Right in a Challenging World

In recent years, the CFO's role has grown more complex as it now encompasses a multitude of responsibilities around four key parameters – profitability, improved cash flow, operational effectiveness, and governance, risk and compliance. For most CFOs, these are the top four imperatives that drive the business towards excellence. Delivering rigorous information on each of these imperatives is a core part of the finance agenda, intensified by greater regulatory scrutiny following scandals such as WorldCom and Enron. In 2014, the adage 'you can't manage what you can't measure' can more accurately be read as 'you can't manage what you can't measure with consistency and speed'.

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How Can You Improve Your Demand Planning With Process Diagnostics?

Demand Planning and Bottom Line – The Connection

Forecasting or demand planning is the lynchpin of supply chain management. Demand plans have an indelible impact on the entire supply chain, as they get consumed at every point of the value chain from planning to strategy, up to supply chain operations. Demand planning has a deep and spiraling effect. Errors in planning propagate down right up to the bottom line.

Why the Conventional Approach Does Not Make a Mark?

Typically, businesses take a piecemeal approach towards demand planning or forecasting.

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3 Step-Changes that Transform Commercial Credit Appraisal

The financial crisis of 2008 led to a spike in the number of credit defaults, mostly in the developed world. As a result, almost all banks (largely from the US and Europe) saw an increase in the quantum of non-performing loans, adversely impacting their profitability and hurting the overall economy. To overcome these challenges and repair the banking system, the following steps were initiated:

- Central Banks / Governments adopted expansionary monetary / fiscal measures to boost economies and prevent banks from making losses and fail
- Stricter regulations were also passed to ensure compliance (Dodd-Frank Wall Street Reform and Consumer Protection Act were the main rulings).

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CASE STUDIES:



A Leading Utility Company Increases Debt Collections by 50 Percent with Predictive Analytics

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A Leading Asset Management Firm Strengthens Investment Strategy with WNS's Risk Analytics Model

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WNS as an Opinion Maker



The CEO Magazine

Keshav, in an exclusive interview with The CEO Magazine, presented his perspective on what makes WNS a strong brand in the highly competitive Indian BPM market. Keshav spoke about WNS's verticalized approach to service delivery, a client-centric client-partner model and its interplay of technology, analytics and process excellence.

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The HfS Research Blueprint Sessions

As a keynote speaker for the session 'The C-Suite Providers Panel: How We Can Fix this Industry to Cross the Value Chasm', Keshav opined that a holistic approach to cost of service delivery through operations, business applications and technology is the need of the hour. Keshav reiterated his stance recommending platform-based offerings, BPaaS / Cloud-based services and analytics, proprietary plug-n-play tools and outcome-based pricing models as the way forward.

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Financial Times Letters

The airline industry is perpetually in a state of flux with changing government regulations, volatile fuel prices and recessionary pressures. In this opinion piece, Keshav highlights the importance of faster adoption to changes and robust strategic partnerships to sustain and grow profitability.

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The Economic Times

In his interaction with The Economic Times, Keshav underscores the transformation of BPO to BPM and reinforces BPM's stature

as one of India's premier sunrise industries that can nurture talent and build careers.

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mycustomer.com

Following a spate of weather-related disruptions in 2014, many utility companies found their customer service records plummeting. In an article in mycustomer.com, Keshav talks about three key initiatives, which utilities can take to win back customer trust in 2015

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WNS Heard at Leading Industry Events

During the last quarter, WNS participated in leading industry events and addressed important industry issues.

“WNS participated in Hackett Groups 2014 European Best Practices Conference held in Berlin, Germany, and put forth an industry perspective on the topic ‘Overcoming Hurdles in the Shared Service Center Journey in the EU’ in tandem with the theme of ‘Accelerating Growth from Innovation.’

At APPA’s Customer Connections Conference at Jacksonville, WNS showcased its end-to-end suite of BPM offerings for the utilities and energy industry.

At SOCAP’s International Annual Conference 2014 held in Colorado, around the theme ‘The Customer Experience Journey, WNS showcased its comprehensive suite of customer care offerings driven by domain knowledge, analytics and technology.

WNS participated in Outsourcing Institutes BPO Innovations Conference held in New York City and showcased its capabilities in helping organizations catalyze breakthroughs across their business processes through a holistic innovations program.

WNS hosted an exclusive workshop at the PhoCusWright Conference held in Los Angeles, California, and put forth an industry perspective on the topic, ‘The Future of Travel is Now – Are You Ready?’

At the Customer Engagement Summit held at London, WNS was represented by senior domain experts from the global team and showcased its comprehensive customer care offerings.

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WNS in the News

How Utilities Can Regain Customer Trust in 2015

Shaping Business Fortunes

Partnerships Will Help Lift Airlines in Any Downturn

WCF Cast-a-Spell Competition Enthralls All

Cold-Shouldered, BPO Companies Fight To Up Cool Quotient

Contact Us



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