



WNS Solutions for the
Retail and Consumer Packaged Goods Industries



Industry Overview

The past few years have not been kind to the Retail and Consumer Packaged Goods (CPG) industries. Tackling the challenges of a sluggish economy and resolving issues around revenue growth, margin improvement and cost management have been on the cards for companies in these industries.

Today, the top priorities for the Retail and CPG organizations are to:

- Increase the wallet-share of customers with better products and services
- Achieve faster time-to-market while keeping a tab on internal costs
- Identify and penetrate new, high-potential markets for business growth
- Build agile, collaborative and low-cost supply chains
- Invest in technology and provide customers a seamless multi-channel experience
- Attain enterprise-wide business transformation to be better aligned to new market conditions

Quite clearly, Retail and CPG industries are in the midst of a major churn, fueled by increasing consumer expectations, technology advancements and changing market dynamics. Few companies have the expertise or resources to execute this transformation on their own. In order to make this transformation successful and fruitful, these companies will need to go through years of planning, execution, re-work, attrition, re-hiring and then re-execution.

Partnering with the right Business Process Solutions provider and taking full advantage of its industry experience can save time and effort for companies, as well as avoid the stress on their resources. Contemporary Business Process Solutions providers have moved up the value chain significantly, in terms of offering innovation and highly automated process solutions bundled with analytics.

As a globally leading Business Process Solutions provider, WNS creates value for clients beyond process efficiencies and cost control with a vertical approach, technology-enabled advanced solutions and client-centric approach.



**A Globally Leading Business
Process Solutions Provider**

WNS Suite of Solutions for Retail and CPG Industries

WNS provides an end-to-end suite of technology, analytics and process solutions across the value chain of Retail and CPG Industries. Our solutions are tailored to maximize results across key levels of the industry value chain from strategy, customer service to supply chain and revenue management.

Our solutions enable Retail and CPG companies to:

- Devise and execute smart growth strategies
- Provide a seamless multi-channel end-customer experience
- Build collaborative and agile supply chains to rationalize costs and manage global demand
- Enhance profit margins with process excellence and intelligent platforms



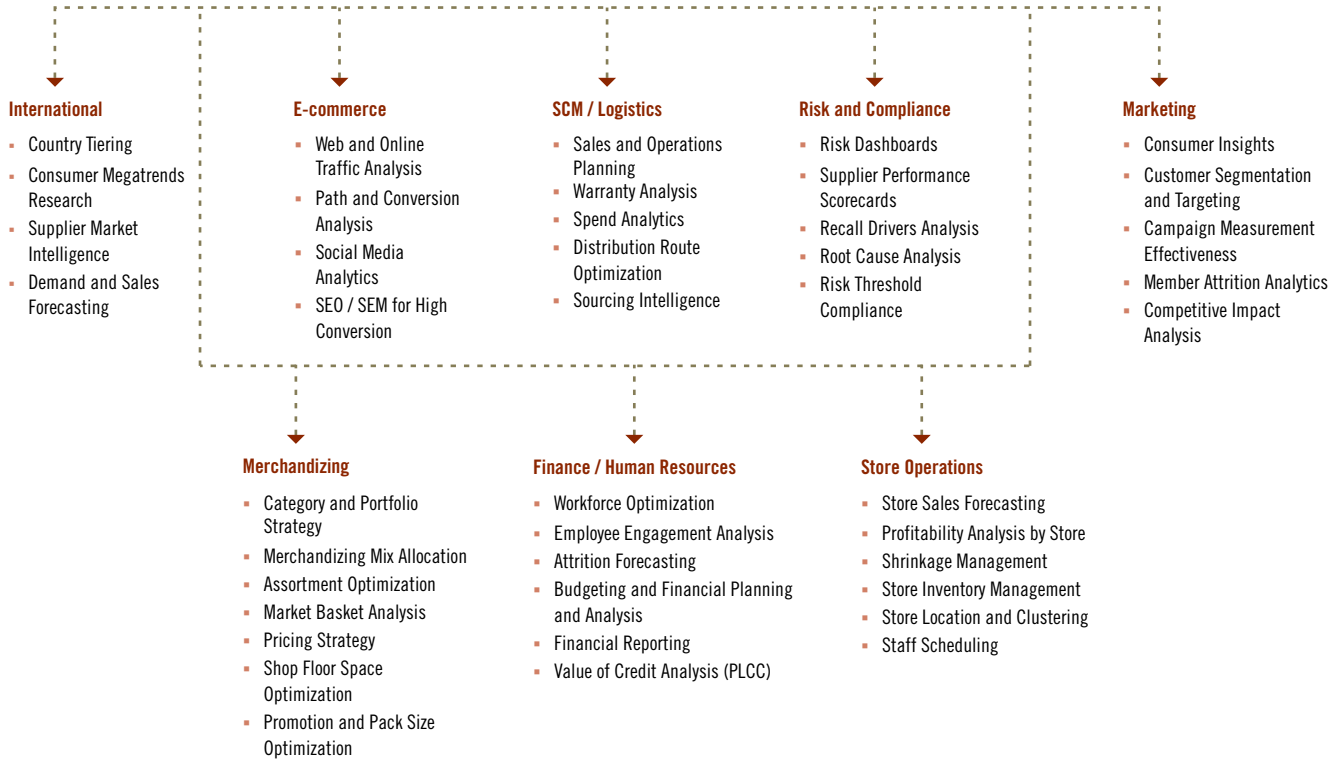
WNS Smart Strategy Solutions

Devising and executing growth strategies with our pioneering vertical approach

With market saturation and brand proliferation, stagnating growth in mature and established markets, Retail and CPG companies are increasingly looking towards new and high-potential markets to ensure business growth.

WNS's vertical approach, a large team of domain experts and the award-winning proprietary platform WNS Analytics Decision Engine (WADESM) are at the core of WNS Smart Analytics Solutions. These enable companies formulate and execute smart business growth strategies.

WNS Smart Strategy Solutions

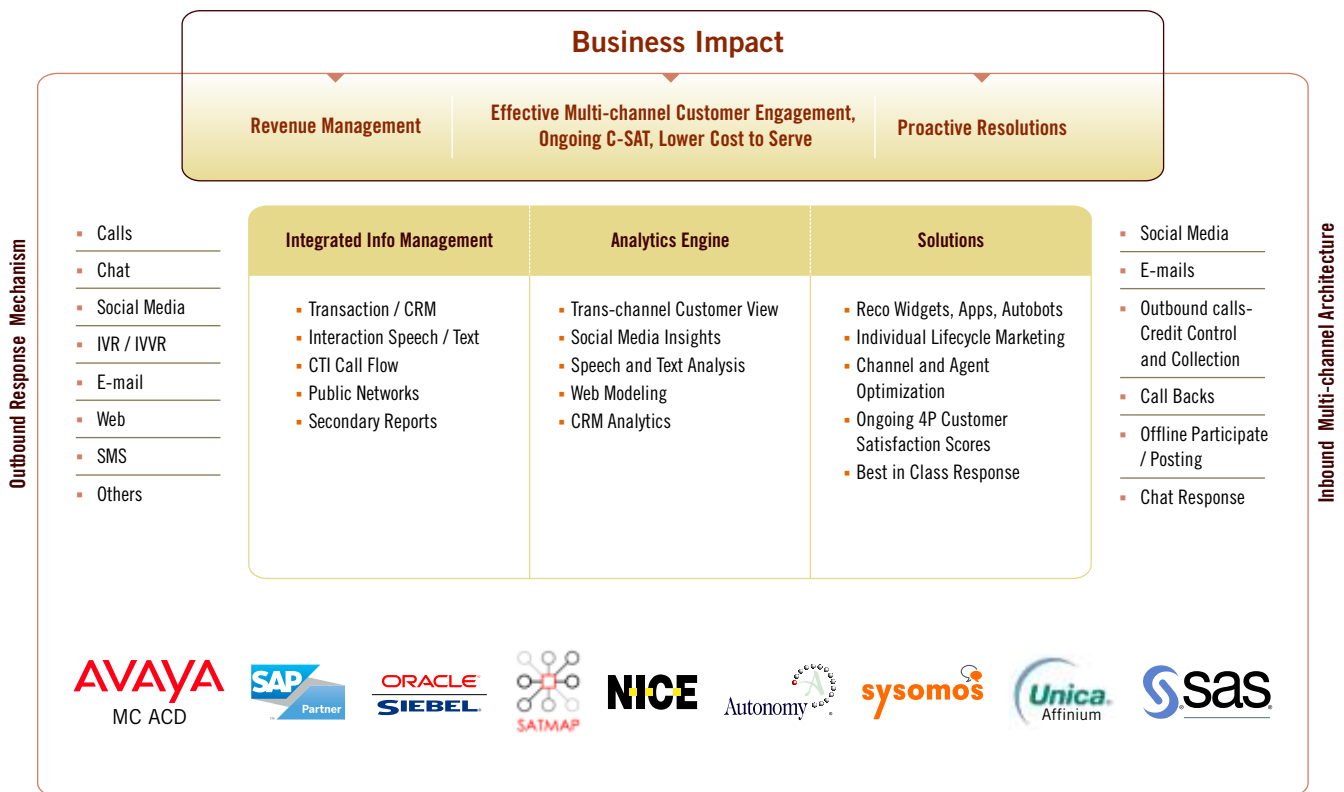


WNS Next Gen Customer Service Solutions

Enabling clients to provide a seamless multi-channel end-customer experience

WNS Next Gen Customer Service Solution helps companies:

- Transition customers seamlessly from social network to Web chat to voice to Website as appropriate to the customer preference or the most effective resolution mechanism
- Push resolutions proactively to all channels, including social media, Websites and YouTube
- Support new channels and store brands through a scalable solution
- Create a uniform consumer experience across channels



WNS Supply Chain Solutions

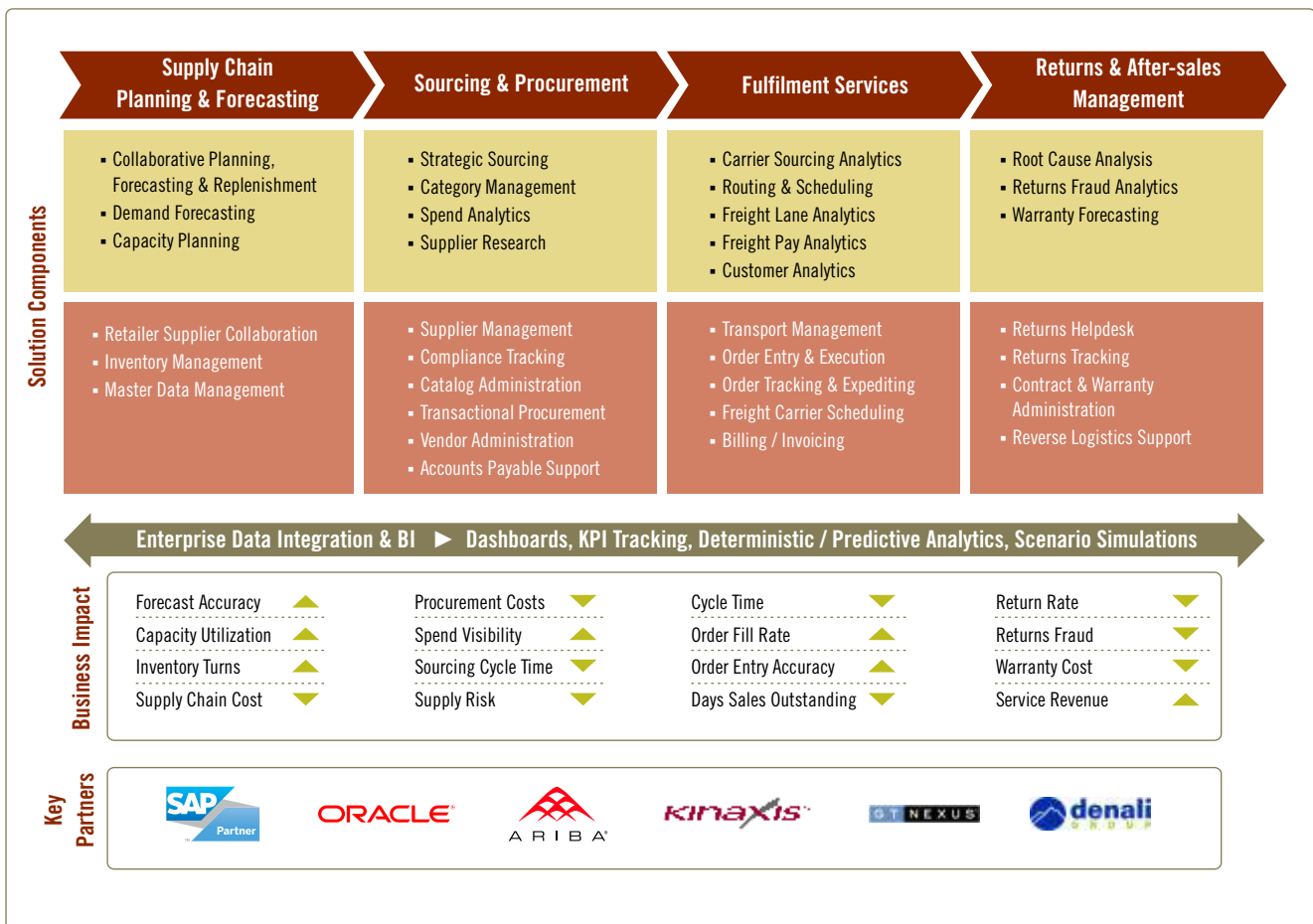
Building collaborative and agile supply chains to rationalize costs and manage global demand

Building agile, collaborative and low cost supply chains is a top priority for Retail and CPG companies, which are looking at increased and sustained business growth.

WNS Supply Chain Solutions have been designed to:

- Enable retailer-supplier collaboration
- Lower supply chain costs
- Shorten cycle time
- Enable accurate demand forecast
- Facilitate higher inventory turns

Key components of WNS Supply Chain Solutions are:



WNS Revenue Management Solutions

Enhancing profit margins with process excellence and intelligent platforms

The WNS Revenue Management Solutions help organizations:

- Achieve relevant, timely and channel-intelligent campaign management
- Perform effective root cause analysis for common conversion bottlenecks and suggest solutions accordingly
- Monitor responses to newly launched campaigns, customer perceptions, appropriateness of messaging in advertisements
- Get real-time feedback and insights on campaign effectiveness to help improve campaign messaging
- Monitor offers from competition and design rebuttals / better offers

WNS Revenue Management Solutions comprise:

- Campaign Management and Individual Lifecycle Marketing
- Loyalty Management
- Credit Control and Collection
- Competition Analysis



WNS One Global Back-office Solution

Enhancing profit margins with process excellence and intelligent platforms

Within the Retail and CPG industries, overheads on processes like Finance & Accounting (F&A), IT and HR are high due to the sheer nature of the business. Companies require smart methodologies to be able to rationalize costs and yet have efficient processes to run the business.

The WNS One Global Back-office Solution helps cut costs by:

- Providing end-to-end low cost shared services for transactional processes and virtual Centers of Excellence (CoEs) for specialized services (Tax, Internal Audit, IT Architecture)
- Enabling simplified, shared global self-service organization model with local business partners for F&A, HR, IT and Procurement

Key components of the WNS Back-office Solutions are:

End-to-End F&A Capabilities

- Source-to-Pay
- Order-to-Cash
- Decision Support
- Record-to-Report
- Treasury
- Cash Management
- Financial Planning & Analysis
- Risk and Compliance
- Industry-specific Accounting
 - Sales Returns Accounting
 - Restaurant Sales Processing
 - Franchisee Accounting
 - Inventory Accounting

End-to-End HRO Capabilities

- Hiring and Retention
- Performance Management
- Learning and Development
- Compensation and Benefits
- Analytics & MI (Management Information)
- Workforce Development
- HR Administration

End-to-End Procurement Capabilities

Source-to-Contract

- Spend Analysis and Opportunity Assessment
- Strategic Sourcing and Category Management
- Supplier and Risk Management
- Savings and Compliance Reporting

Procure-to-Pay

- Requisition and Purchase Order Processing
- Accounts Payable Processes

WNS Capabilities in the Retail and CPG Industries

- More than 1,500 skilled resources providing Finance & Accounting (F&A), Research & Analytics, Contact Center and industry-specific offerings to global clients
- Deep knowledge of the Retail and CPG industries
 - Over 100 leading consumer brands served, including three of the top five household and personal product companies
 - End-to-end Finance & Accounting services for leading CPG companies across multiple product categories
- Ability to deliver superior business value through the right combination of analytics, technology optimization, domain and process expertise
- Small enough to be nimble, large enough to be reliable – the right size for customer intimacy and service excellence
- Global delivery platform with the right balance of onshore, nearshore and offshore delivery
 - A network of 30 delivery centers in Costa Rica, India, the Philippines, Romania, South Africa, Sri Lanka, UK and US

Key Retail and CPG Clients

- A Fortune 500 Cosmetic Products Company
- A Global Food and Beverages Firm
- A Leading Fashion Retailer
- A Leading International Marketer and Distributor of Food Products
- A Leading Manufacturer of Vision Care Products
- A Leading U.S. Retail Chain
- A Leading U.K. Retailer

An Overview of WNS's Client Engagements

Client

A Global Beverage Major

Nature of Engagement

Harnessing upstream data, providing innovation analytics to develop custom scaled solutions in four key areas:

- Business growth strategy (for example, category evolution analysis)
- Portfolio and brand strategy (for example, portfolio optimization, brand equity monitor)
- Consumer insights
- Market insights

Benefits Delivered

- Insights exchange portal for accessing global insights for onshore and offshore teams
- Analytical needs of global marketing, regional marketing and the commercial innovation teams addressed
- Some of the global best practice solutions developed are:
 - Global Brand Adoption Framework and Reporting Tool
 - Market Evolution Models to uncap category growth drivers
 - Streamlining global initiative qualification
 - Concept database tool
 - Shopper Decision Tree analysis to guide commercial innovation programs

A Leading Home Video Retail Company

Sales / Supply Chain Planning and Forecasting:

- New release sales forecasting
- Catalog sales forecasting
- Store-wise allocations across 6000+ stores in US and Canada
- Inventory planning
- Replenishment planning

- Reduction in forecast errors by 50 percent
- Better insights on how to optimize revenue earned across the entire product lifecycle
- Approximately 70 percent reduction in process management costs

A Leading U.S. Retail Chain

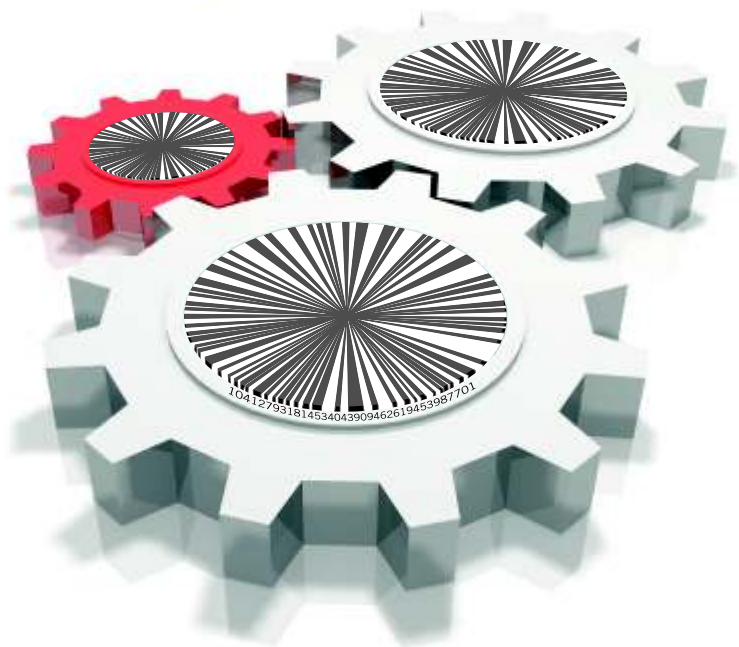
End-to-end IT integration, hosting and implementation of F&A solution and BPO services:

- Implementation of Lawson ERP platform on SQL Server database hosted offshore
- Custom developed workflow solution for Accounts Payable approvals
- Web-based reporting module for retail stores on Hyperion Essbase and Optio
- Customized Internet-based portal accessed by over 1,400 retailers
- Accelerated business benefits through big-bang transition along with IT transformation within 12 weeks
- Single point responsibility for F&A function, including underlying technology, service levels linked to business deliverables
- Trackers put in place to reduce duplicate payments and query resolution time by 70 percent
- Savings of 40-50 percent on TCO due to offshore F&A Center of Excellence

A Global Consumer Electronics Leader

Procurement hub for Europe:

- Create a unified procure-to-pay process for the entire Europe geography across 27 different legal entities
- Rationalize supplier database
- Implement policies based on specific categories
- Commodity / supplier intelligence reports
- Implementation of 'no PO, no pay'
- Multi-lingual support (seven languages supported)
- Increased managed spend to approximately 84 percent (reduced maverick spend)
- Improved spend visibility
- Improved contract compliance
- Increased compliance to procurement policies up to approximately 90 percent
- 95 percent of queries / issues, which reached the helpdesk resolved by WNS without escalation to client



About WNS

WNS is a leading global business process outsourcing company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including Retail and Consumer Packaged Goods, Manufacturing, Banking and Financial Services, Consulting and Professional Services, Healthcare, Insurance, Shipping and Logistics, Telecommunications, Travel and Leisure, and Utilities. WNS delivers an entire spectrum of business process outsourcing services such as finance and accounting, contact center, technology solutions, research and analytics, and industry-specific back-office and front-office processes. WNS has over 25,000 professionals across 30 delivery centers worldwide, including Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, UK and US.

To learn more, write to us at marketing@wns.com
or visit www.wns.com