

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 and customer service to supply chain and revenue management.

WNS Solutions

Smart Strategy Solutions

- Market entry strategy, balancing portfolio investments
- Consumer and market insights, innovation strategies
- Power brand strategy, marketing spends optimization

Supply Chain Solutions

- Retailer-supplier collaboration for demand-driven supply chain and retail execution management window
- Supply intelligence, supplier performance and risk monitoring, contract management (partners and suppliers)
- Supply chain orchestration – global trade shared services, trading partner helpdesks, logistics

Next Gen Customer Service Solution

- Moving from customer relationship management to trans-channel enhanced customer experience, multi-channel commerce initiatives

Revenue Management Solution

- Transaction and interaction-based campaign strategies
- Loyalty management
- Credit control and collections

One Global Back-office Solution

- Simplified, shared global self-service organization model with local business partners for Finance & Accounting, Human Resource, Information Technology, Indirect Procurement
- End-to end low cost shared services for transaction processes and virtual Centers of Excellence (COEs) for specialized services (tax, internal audit, IT architecture)

An Overview of WNS Capabilities

- More than 1,500 skilled resources providing Finance & Accounting (F&A), Research & Analytics, Contact Center and Industry-specific offerings to global clients
- 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
- 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 F&A 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
 - 30 delivery centers in Costa Rica, India, the Philippines, Romania, South Africa, Sri Lanka, UK and US

Key Clients

- A Fortune 500 Cosmetic Products Company
- A Global Food and Beverages Firm
- A Leading Fashion Retailer
- A Leading International Producer and Distributor of Food Products
- A Leading Manufacturer of Vision Care Products
- A Leading US Retail Chain
- A Leading Supermarket Chain in the UK

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 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 world-wide, including Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, UK and US.

Differentiators

- Verticalized Approach
- Technology-enabled BPO
- Client-centric Approach

Our Experience

Client

- A Global Beverage Major
- A Leading US Retail Chain

Nature of Engagement

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

- Business Growth Strategy (e.g. Category Evolution Analysis)
- Portfolio and Brand Strategy (e.g. Portfolio Optimization, Brand Equity Monitor)
- Consumer Insights
- Market Insights

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

Benefits Delivered

- Insights exchange portal for accessing global insights for onshore and offshore teams
- Analytical needs of global marketing, regional marketing and commercial innovation teams addressed
- Shopper Decision Tree analysis to guide commercial innovation programs
- 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 designed to reduce duplicate payments and query resolution time by 70 percent
- Savings of 40-50 percent on TCO due to offshore F&A CoE

Industry Recognition

Domain Leadership

- Industry-specific multi-year winner – Top 20 of IAOP 2012 Global Outsourcing 100 rankings
- Positioned as An Industry Leader in Magic Quadrant* for Comprehensive Finance and Accounting (F&A) BPO by Gartner (June 2011 and 2012)
- Best 20 Leaders by Industry focus: Retail & Consumer Goods – IAOP 2010 Global Outsourcing 100

Technology and Quality Leadership

- WNS recognized with the CISO 100 Awards 2012
- Recipient of the Golden Peacock Innovative Product / Service Award (2011) for WNS Analytics Decision Engine (WADE)SM
- WNS recognized at the 'Global Process Excellence Awards 2011' by IQPC for 'Best Process Improvement Program'

BPO Leadership

- WNS in Top 25 of IAOP 2012 Global Outsourcing 100 rankings
- WNS Receives Dual Recognition at the 'BPO Excellence Awards 2010-11'
- Recipient of Best New Outsourced Services Delivery (2010) by Shared Services & Outsourcing Network (SSON)

* Gartner, Inc. "Magic Quadrant for Comprehensive Finance and Accounting BPO, Global" by Cathy Tornbohm, 29 June 2011 and 2012

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