



Press Release

Mumbai, 22 October 2002

WNS strengthens voice capability, increases contact centre capacity to 1000 seats

- **Appoints Allen Beck to spearhead voice led initiatives, utilises latest technology platform**
- **Company to offer a comprehensive suite of solutions in order to become its clients “most trusted offshore partner”**

WNS, a leading global Business Process Outsourcing (BPO) company, today announced that it has undertaken significant initiatives to enhance its capabilities in the voice-based contact centre arena.

The company is increasing its current contact centre capacity to approximately 1000 seats to be divided between its facilities in Mumbai and Pune. Allen Beck, a highly experienced senior executive in the voice business, has been appointed to successfully take forward this initiative. WNS will be the first company in India to implement Tata Telecom - Avaya's new generation call processing software known as MultiVantage™ on S8700 server platform from its Enterprise Class IP Solutions (ECLIPS) suite of solutions. The company's enhanced voice capability coupled with its established expertise in the data segment will enable WNS to offer a high quality, comprehensive suite of solutions that make it the most trusted offshore partner of its customers by providing real value in all areas of engagement. WNS has already initiated its business drive in this direction and is currently kicking off pilot projects that involve the new expanded set up leveraging the latest technology platform.

WNS' enhanced voice capacity will result in the simultaneous expansion of the company's overall voice and data capacity from approximately 1100 to 1850 seats. WNS' expansion drive, estimated at a total cost of US\$ 7 million, will allow the company to grow its human resource strength from approximately 2000 to 4000 employees. These initiatives will considerably strengthen WNS' position as a leading global BPO player.



Allen Beck, in his role as Senior Vice President – Contact Centre Operations, will be responsible for further developing WNS' voice domain capabilities and synchronising the voice and data components of the company's projects. Allen brings with him 25 years of experience in telecom and call centres with leading companies in the telecom field such as Bell Canada, The Canadian Telecom Group, British Telecom and Cantel / AT&T. In his prior assignment, Allen successfully established and managed a large call centre business for a leading US-based distributor of wireless services.

Under Allen's leadership, WNS is implementing a unique matrix to enhance its capability in the voice segment, known as the 3T approach:

- **Technology** – WNS will be the first company in India to implement Tata Telecom - Avaya's new generation call processing software known as MultiVantage™ from its Enterprise Class IP Solutions (ECLIPS) suite of solutions. The server based switching platform of Avaya S8700 along with NICE Customer Experience Management Solutions allows integrated call processing, reporting, voice and data quality monitoring for WNS and its clients with real-time and historical archiving. With LAN based technology WNS' contact centre agents will have multi-tasking capability at a single terminal in a multi-media environment. The open IP based architecture of Avaya's MultiVantage™ will allow WNS to integrate future developments in multimedia with a client's platform to provide continuous CRM capabilities. This voice capability is designed with architecture ready for expansion to launch additional sites and set the pace for full-fledged BPO processes and the strong delivery for which WNS is known.
- **Team** – WNS is strengthening its management team with the requisite aptitude and skill sets to lead the enhanced voice operations of the company and merge it with the existing framework and working culture of WNS. This team includes experienced project managers and voice agents, focused on the efficient delivery of projects to meet customer requirements. WNS is utilising talent from within the organisation as well as hiring experienced professionals from the industry.

- **Training** – WNS has executed a training plan to handle projects with a combination of voice and data components, including cross training and developing multiple skill sets. The training program lays significant emphasis on the delivery of voice-based services particularly in skills such as verbal communication, voice delivery, accuracy through quality control and efficiency through productivity development. The training programme has been conducted using a combination of external expertise and in house training resources to ensure an effective transfer of skills.

WNS' integrated voice and data capability will enable the company to permeate existing client relationships more deeply by extending its range of service offerings while increasing the engagement potential when entering into new relationships. The company is already in a position to offer the entire spectrum of voice solutions to its customers from Sales, Customer Service and Help Desk services on the new technology platform. WNS' comprehensive presence in both the voice and data segments is in line with its stated goal to have a broad based horizontal and vertical presence across global customers and be their preferred partner for outsourcing requirements.

WNS' combined voice and data capability will benefit the company's operations and increase its overall efficiency through better utilisation of its resources. WNS' data processing business currently has one of the highest shift utilisation levels in the sector. The company's enhanced voice capability provides complementary utilisation of space and shifts that will further increase the overall operational efficiencies of the organisation.

Commenting on the announcement, Neeraj Bhargava, President - Client Relations and Business Development, WNS said: "The strengthening of our voice capability allows us to serve existing and new clients more broadly and effectively. Under the strong leadership of Allen who is building a top-notch team and with the superior technology platform deployed by WNS, we will be even better equipped to meet the growing and diverse needs of our customers. This will enhance WNS' competitive position as a leading global BPO company."



About WNS

WNS is a leading global Business Process Outsourcing (BPO) company with proven expertise in delivering exceptional bottom-line impact to its clients globally. WNS, with offshore locations in Mumbai and Pune in India and client service and transition location offices North America and the UK, has a talent pool of over 2000 highly qualified and trained professionals. Backed by its world-class infrastructure and best-of-breed-technology, the ISO-9001 compliant WNS is one of the largest and most well regarded global BPO companies.

Operating as a leading player in the BPO sector, WNS offers a comprehensive range of value-added offshore services to leading global companies. The company's largest client is British Airways but it also provides offshore services to other leading airlines worldwide and companies from the insurance, financial services, telecom, pharmaceutical and market research sectors.

With a professional management team that has an independent charter for the growth and development of its business, an established delivery model and proven capabilities, and with support from Warburg Pincus and British Airways as key investors, the company plans to significantly enhance its operations by extending both the range of its services and worldwide presence while maintaining its track record of exceptional quality and reliable service.

For further information on WNS log on to our website at www.wnsgroup.net

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