

# From **Digital-first** to **Digital-only**

*Co-creating 'Eureka'  
Digital Experiences with a  
Human-centered Approach*

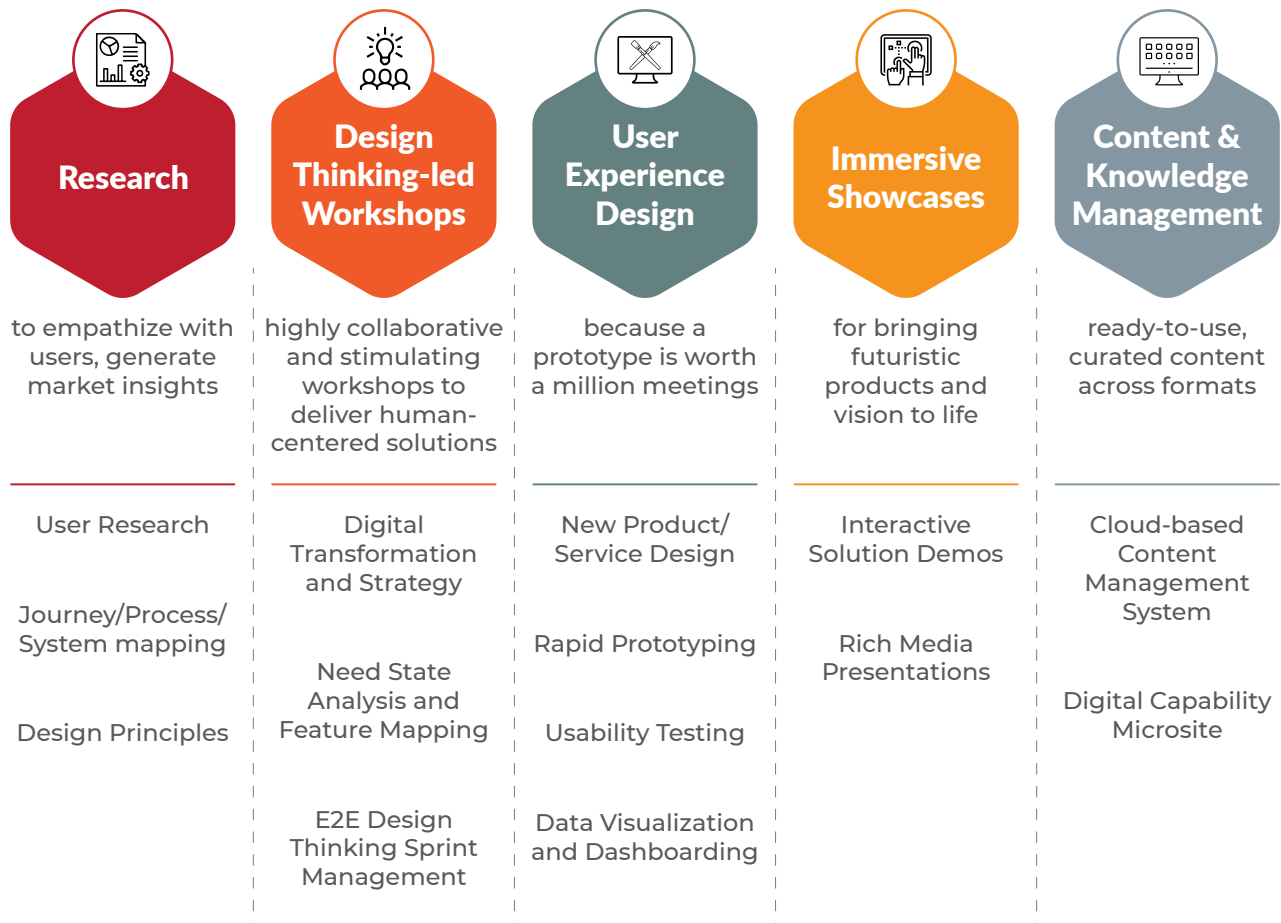
The world as we know it today is indisputably digital.  
And the future even more so.

## What do you need to thrive in a digital world?

WNS Co-creation Labs are where innovative ideas take shape, and translate into lasting results. You get to visualize your digital imperatives and contextualize them, and test custom cutting-edge solutions in real-world scenarios.

### Co-creation Lab: What We Do

A platform for virtual or on-site design thinking-led engagements with clients



WNS Co-creation Labs offer you hands-on engagement, deep-dive exploration and immersive experiences. They are built to facilitate interactions between WNS and clients through a blend of human-centered methods and immersive technologies.

## Three Principles of Co-creation that Power Accelerated Transformation and Innovation:



### **IMMERSIVE**

spaces that compel users to be deeply involved with futuristic models and thinking

### **INTUITIVE**

workflows and content for users to navigate and experience through simulations of WNS' solutions and offerings

### **INTERACTIVE**

elements of 'play' for users to imagine and craft new stories

# How do WNS Co-creation Labs Work?

## What IF?

You could ideate rapidly using a global network of innovation labs designed for the new normal?

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You could co-create solutions at the intersection of business and end-user goals to deliver benefits across all success dimensions – desirability, feasibility and viability?

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You could shape your products and services by combining expertise across design, analytics and domain to conceive the solutions of tomorrow?



**Imagine this and more with  
WNS Co-creation Labs...**



WNS Co-creation Labs give you a unique toolkit of domain expertise, futuristic mindset and world-class tools and technologies to accelerate the discovery and execution of your digital innovation journey. Experience a virtual yet hands-on journey to 'Connect-Catalyze-Co-create'.

## Focused Interventions

*Up to 150 minutes*

Interventions to articulate business problems in a human-centered frame or demonstrate cutting-edge solution stories

We offer:

- Visioning workshops
- Discovery sessions
- Immersive showcases



## Catalyst Sessions

*Full / Half-day sessions*

Interventions to help our partners visualize and identify need states, user stories and insights, and spot white spaces to be explored

We offer:

- Ideation sessions
- Insights and opportunities
- Prototyping and roadmapping

## Strategy Building

*Full design sprints*

Immersive deep dives to weave together strategies that account for larger, long-term organizational objectives

We offer:

- End-to-end product / service design workshops
- Design-led digital transformation: vision-to-execution



## Locations



**Pune:** WNS Global Services Pvt. Ltd.,  
7<sup>th</sup> Floor, Tower 1, Cyber City,  
Magarpatta City, Hadapsar, Pune,  
Maharashtra 411013, India



**London:** WNS Global Services (UK)  
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39-40 Piccadilly, London W1J 0DR, UK



**NY:** WNS North America Inc.,  
515 Madison Avenue, 8<sup>th</sup> Floor,  
New York City 10022 USA

## About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. WNS combines deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 380 clients across various industries. WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of June 30, 2021, WNS had 46,918 professionals across 57 delivery centers worldwide including facilities in Australia, China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom, and the United States. For more information, visit [www.wns.com](http://www.wns.com).

To know more, write to us at  
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