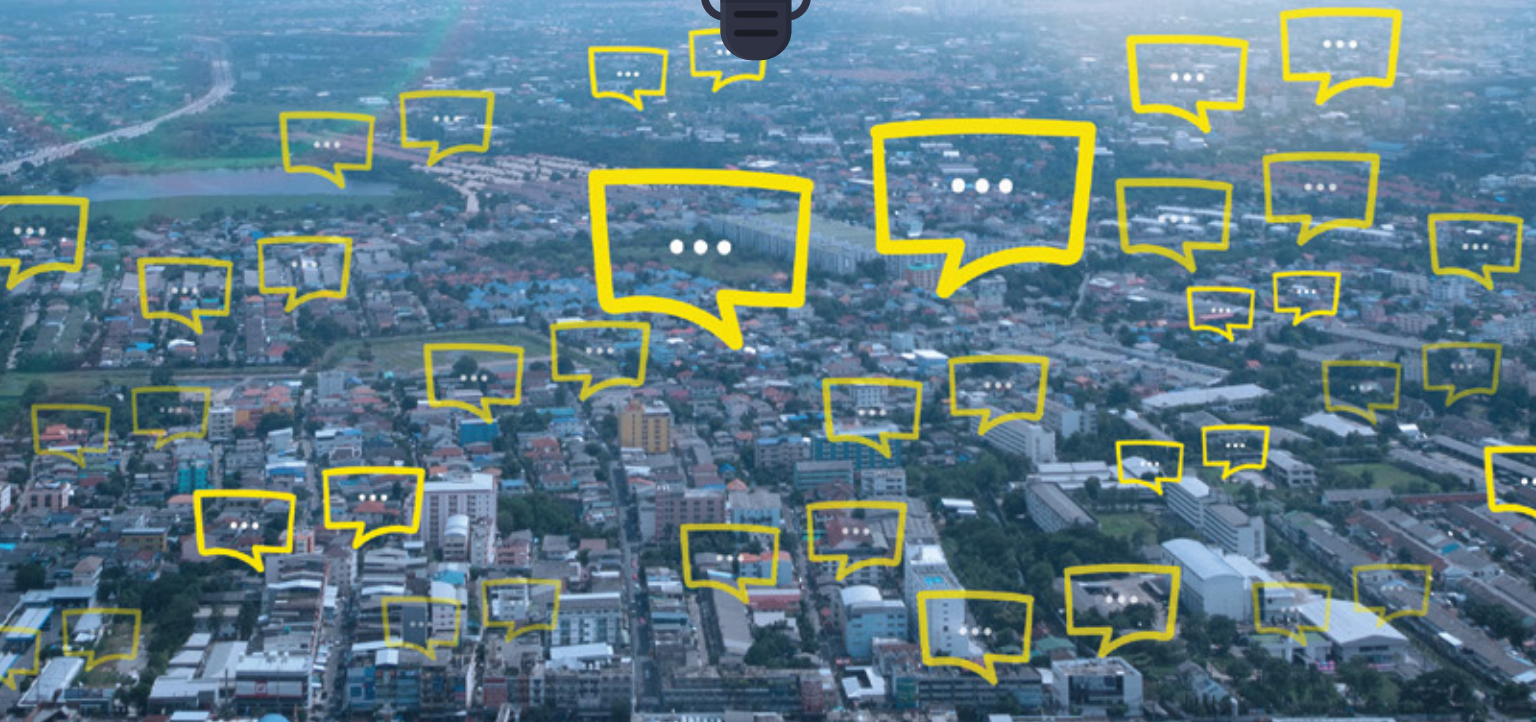


WNS WinBot

WIN OVER CUSTOMERS WITH EASY SELF-SERVICE
ROBOT AND COGNITIVE AUTOMATION SOLUTIONS



WNS

ENABLING AN IMMERSIVE AND DELIGHTFUL CUSTOMER EXPERIENCE

Fast-paced innovations driven by advancements in technologies such as mobile, IoT and artificial intelligence have led to unprecedented changes in customer expectations. Customers are looking for consistent, hyper-personalized experiences, and expect instant responses through self-service tools. With increased familiarity in digital technology, they are comparing their experiences on any digital platform (from travel to a food app) with other available options, often judging a brand on the basis of this digital experience.

According to Gartner, nearly 85 percent of customer relationships will be managed without any human intervention by 2020. Such trends have made it imperative to bring about a paradigm shift in the way companies interact with existing and prospective customers and adopt an integrated, omni-channel self-service and automation solution.

Challenges for Business Owners




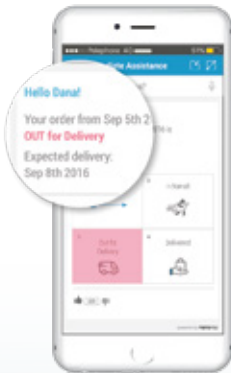

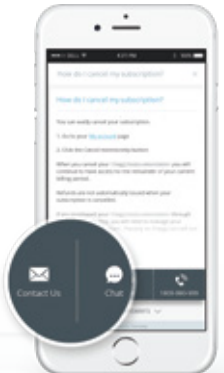
WNS WinBoT: OMNI-CHANNEL SELF-SERVICE AUTOMATION DRIVING BUSINESS TRANSFORMATION

WNS WinBot is a comprehensive, cloud-based customer experience transformation solution that provides robust self-service capabilities, automated interactions, and a self-learning knowledge base. WinBot is a five-in-a-box solution providing the following benefits to any digital business:

- **Digital Self-service:** Delivers an easy 'do-it-yourself' experience across all customer touchpoints
- **Chatbot Automation:** Deploys a conversational interface on all digital platforms to engage in a human-like conversation with the customers using Natural Language Processing, Understanding and

Generation [NLP, NLU, NLG], Machine Learning (ML) and Artificial Intelligence (AI)

- **Online Guidance:** Helps train the customers or handhold them (via a step-by-step interactive guidance) to increase web-containment
- **Voice of Customer and Analytics Dashboard:** Provides a comprehensive view of the interactions and sentiment analyses, in addition to tracking desired metrics and more
- **Agent Assistance:** Boosts agent productivity with an integrated support tool that enables quick and effective searches and directly pushes the responses to the customer

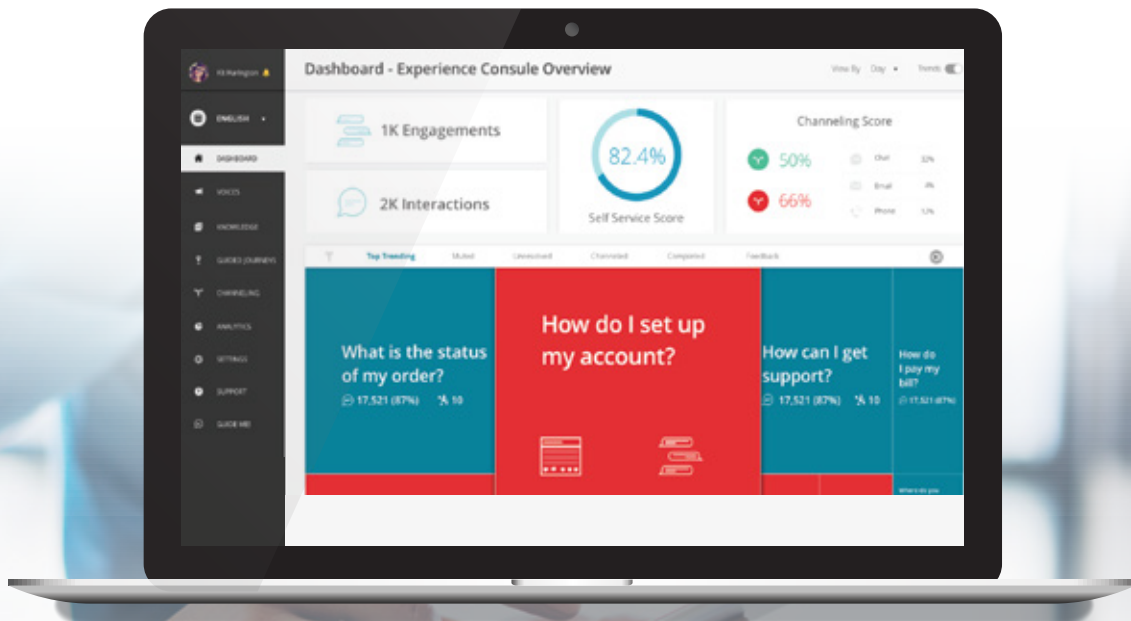
Smart Interaction	Smarter Knowledge Base	Smartest Search Results	
<p>Natural Language Processing</p>  <p>Natural & Easy Conversation</p>	<p>360° Customer View</p>  <p>AI-powered Personalized Experience</p>	<p>Granularity in Interactions</p>  <p>Step-by-Step Interactive Guidance</p>	<p>Optimization, Deflection & Containment</p>  <p>In-context Escalations</p>



FEATURES FACILITATING SMART CUSTOMER INTERACTIONS

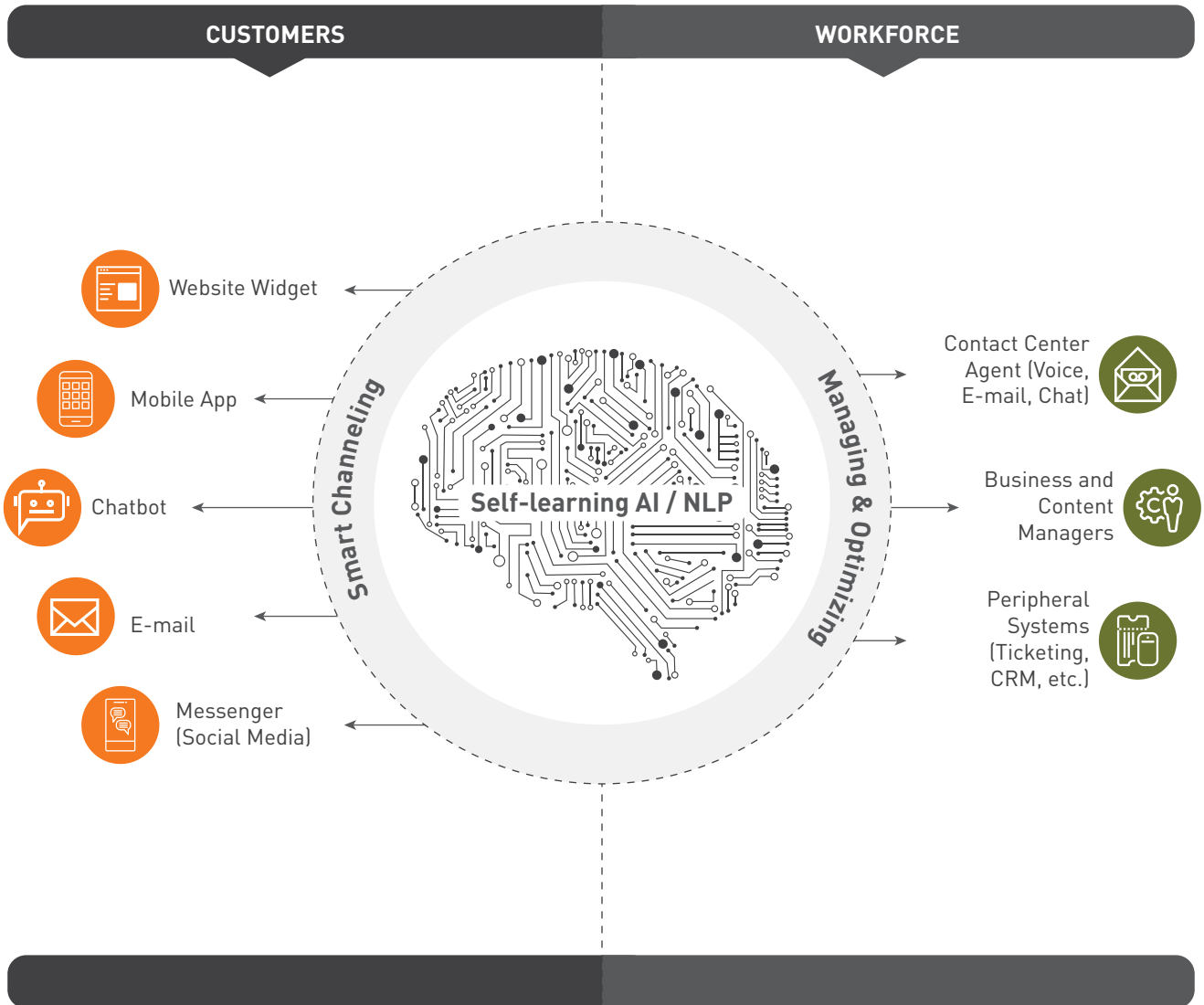
- **Superior Intent Recognition and NLP:** Drives personalized and contextual capabilities across 84 languages
- **Machine Learning:** Continuously improves the knowledge base and the business ability to respond to any exhaustive list of customer queries
- **White Box AI (designed to ensure easy deployability):** Gives the user full flexibility to dive into the process and steer the flow
- **Intelligent Knowledge Base:** Provides contextual responses by harmonizing multiple data points, such as user profile, geo-location, specific plan and device, among others
- **Built-in Analytics Engine:** Helps gain insights on the 'Voice of the Customer' and user adoption
- **Out-of-the-Box Integration and Open API:** Enables easy and channel-agnostic integration with existing service programs (including third-party chat, CRMs, ERPs) through API, along with voice enablement, to power the response to customers
- **Smart Channeling:** Strategically defines the entire customer journey and various touchpoints to route customers through the most effective path (chat, e-mail, or phone with live service agents). This enables faster resolution via a rule-based or a skill-based escalation. The entire conversion, along with details such as sentiment of the customer, subjects that led to escalation and demographic details (e.g. location, etc.), is transferred to the live agent screen on a dashboard.

← ----- A Level 1 view of the analytics dashboard ----- →



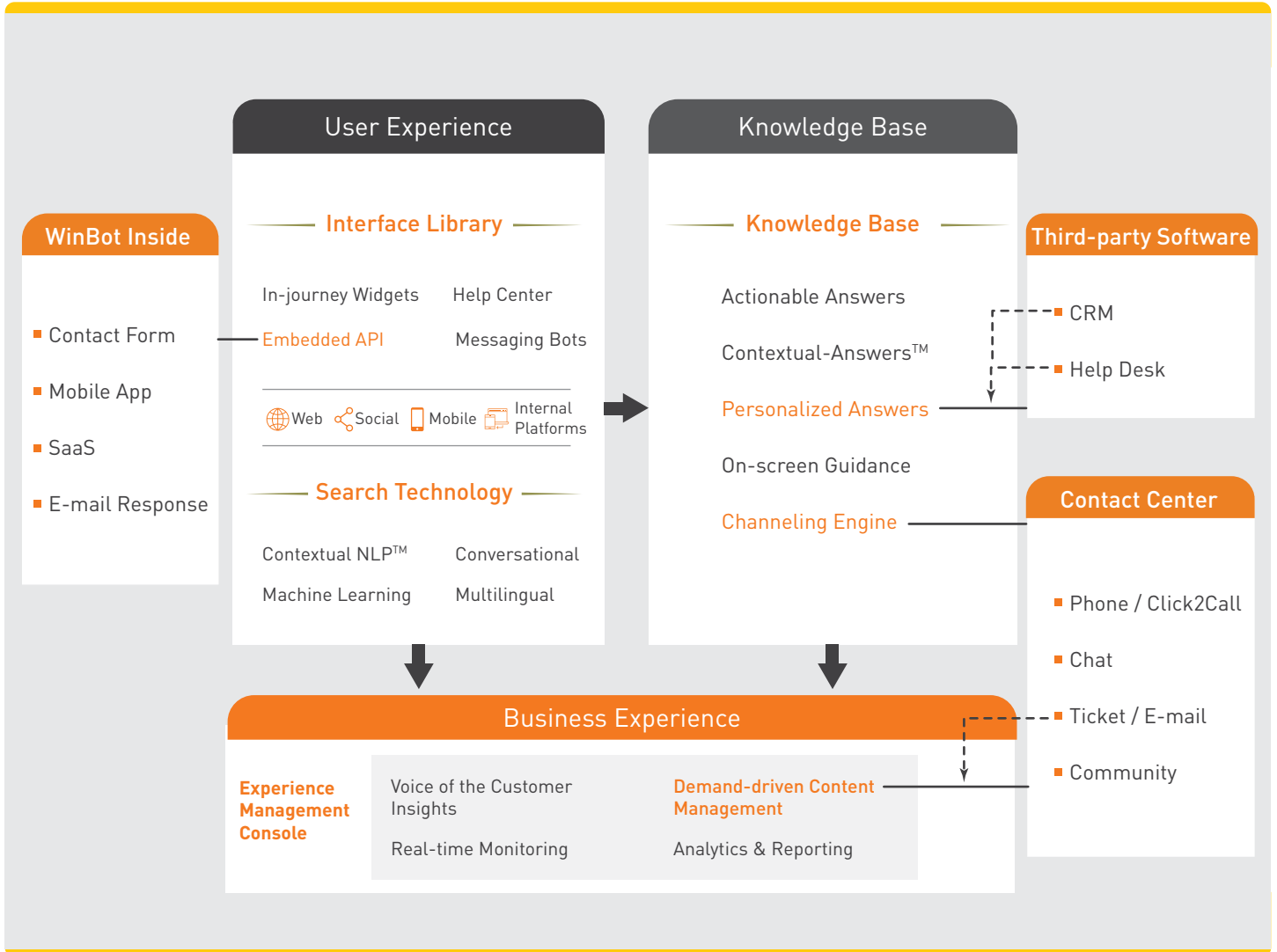
WinBoT AS THE 'BRAIN' BEHIND ALL CUSTOMER INTERACTIONS

It drives transformation across all functions. Here, a central AI engine or 'Brain' is able to drive the action, enable the messaging, and interchange the information consistently across multiple brands, channels and products.



SOLUTION ARCHITECTURE

The WinBot solution is based on a three-tier architecture. The production services are hosted on the Amazon EC2 cloud, the application servers mediate access to storage servers, and the web console serves as the back-office management interface. The diagram below shows how the various segments of a contact center work together after WinBot deployment.



A PLETHORA OF BENEFITS TO BOOST YOUR BUSINESS AND BRAND



Reduction in call volume by 40 percent



Improvement in e-mail productivity by 25-30 percent



Self-service Score (SSS) enhancement by 95 percent



Reduction in handle times by 20 percent



'Zero' percent delay in customer response times



Lift in conversions by up to 25 percent



Improvement in visibility of products and services by 100 percent



True omni-channel customer experience with 'zero' percent break in journey



Direct VoC of 100 percent



Improvement in CSAT and Advocacy (CAS / NPS) scores by up to 40 percent



Decrease in agent research time at contact centers by 80 percent



Reduction in agent training time by 20 percent



About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. We combine our deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. The industries include banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. We deliver an entire spectrum of BPM solutions including industry-specific offerings, customer interaction services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. We have delivery centers worldwide including in China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom and the United States.



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

WNS