

WNS

Extending Your Enterprise

“The Delve team is perceptive, creative, and very effective in developing branding solutions that not only are first rate but also helped us build consensus on what we stand for.”

NEERAJ BHARGAVA:

GROUP CHIEF EXECUTIVE OFFICER, WNS GLOBAL SERVICES

BUSINESS CHALLENGE

Redefine British Airways' Shared Services unit – World Network Services (WNS) – in preparation to go direct-to-market in a crowded industry rife with preconceived audience perceptions.

BUSINESS OUTCOME

A differentiated brand built around the concept of “*Managing Complexity, Delivering Confidence*” created a powerful foundation, set the company apart from competitors, and attracted key people and partners.

BACKGROUND

- Warburg Pinus acquired a majority stake in a back office unit of British Airways with the objective of creating a separate product offering. As an independent company, a stand-alone brand was necessary.
- Having operated under British Airways for decades, WNS didn't want to lose touch with its illustrious past.
- Without a solid brand, WNS was in danger of being lost in the fray with offshore stereotypes and not having differentiation from competitors.
- They needed a broad brand platform which would allow for an expansion of their products and services beyond their core back-office logistics expertise and initial solution offering.
- As a global offshore provider, WNS needed to express its value proposition in a way that resonated with a wide array of audiences, across a variety of geographies.

About WNS

WNS is a leading provider of customer interaction management and back office support to various industry verticals that include - airline, travel & transportation, insurance, financial services, healthcare, telecom, market research and professional services.

WNS handles processing of business as mail based marketing & benefits services.

A former subsidiary of British Airways, WNS is now owned by IFC and Pinus, India.

We have a presence in 15 countries, a total of 100,000 employees across 100+ client services (including GreenSource adjudication).

Our clients include:

- Ten of the world's top 100 airlines
- Five of the world's top 100 banks
- Two of the world's top 100 insurance companies
- A leading global pharmaceutical company
- Two of the world's top 100 retailers
- Three of the world's top 100 financial services companies

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WNS Global Services is a leading global Business Process Outsourcing (BPO) company with proven expertise in delivering exceptional bottom-line impact to clients through its well-trained and highly qualified employees located at its client service and transition offices in New York (US), London & Ipswich (UK), and offshore delivery centers in Mumbai, Pune & Nashik in India.

WNS Capabilities & Infrastructure

- Global service delivery
- 99.95% service level
- Hybrid model of onshore and offshore
- 4 client service centers

Voice

- Avaya's ServiceNow for agent productivity
- Built to last
- Multi-line

LEADING THE WAY IN OFFSHORE BUSINESS PROCESS OUTSOURCING

Providing ISO-9001 compliant solutions for customer relationship management, finance and accounting, back office administrative services, human resources and benefits administration, market research and knowledge services

Corporate Overview

SUCCESS

- From their initial focus on the travel industry, WNS now offers 10 areas of specialization and boasts an impressive list of global clients.
- Four successful acquisitions have increased the enterprise value.
- In 2005 Leading industry association, NASSCOM, Ranked WNS the No. 1 BPO Company.
- In 2006 WNS completed its initial public offering on the New York Stock Exchange.
- In 2007 net income increased 45% while revenue increased 73%.
- Fiscal 2008 indicates continued financial growth and momentum as one of the most successful BPO companies in the world.

WNS
Extending Your Enterprise

Corporate Fact Sheet

WNS Global Services (WNS) is the leading global business process outsourcing (BPO) and data analytics and research firm supporting the world's best organizations with an 8-year track record of delivering exceptional bottom-line impact to its clients.

Backed by leading private equity firm, Warburg Pincus, WNS was established in 1998 with a vision to take the former British Airways (BA) back-office operation and create a premier global outsourcing company. Since becoming independent in 2002, the firm has experienced a 50% CAGR, earning revenues of \$56 million in 2002-2003, with an expected \$85 million in 2003-2004.

COMPREHENSIVE VALUE OFFERING

WNS's comprehensive range of global, trusted, and proven BPO services to first-class corporations includes data management, transaction processing, customer care, and research and analytics.

CLIENT SUCCESSSES

- 70+ million transactions daily
- 7.5+ million claims adjudicated monthly
- \$60 million recovered for airlines annually
- \$2 million savings for insurance annually

LEADERSHIP STRENGTH

- Experienced leadership team with years of outsourcing success
- Profitable and cash-flow positive
- Centers in Mumbai, Pune and Nashik, India with two new centers opening in 2004 in Asia
- Service/transition locations in New York (US), Ipswich, and London (UK)
- National Association of Software and Services Companies (Nasscom) ranked WNS as the top BPO company - June 9, 2004

UNPARALLELED SERVICE DELIVERY

- Proprietary, global, redundant network with 99.95% uptime
- ISO, Six Sigma and COPIC compliant
- Data Protection Act, BS7799, ISO 17799 and HIPAA Compliant
- Capable of supporting 8,500+ employees on a multiple shifts
- Highly skilled, multi-lingual workforce
- Service delivery 24/7, 365 day a year

WINNING PARTNERSHIPS

- 14 leading airlines
- 2 leading travel agencies
- 1 global logistics firm
- 2 global communications firms
- 1 retail chain
- 9 market research firms
- 7 leading insurance companies

GLOBAL. TRUSTED. PROVEN.

Cornerstones of Confidence.

A FOUNDATION FOR GROWTH

Established in 1996 as a wholly owned subsidiary of British Airways, WNS has grown to provide the most complete back-office processes for over 100 of the world's largest airlines.

In 2002, having gained over 10 years from Western Process Services, WNS split to become a public company and the largest global outsourcing company. The acquisition of Travel & Cruises, a UK-based insurance claims management firm, in July 2002 further our breadth and depth of our service offerings.

Our employees in India, UK, and USA are committed to delivering world-class solutions to our global clients.

The Customer Connection

WNS provides a wide variety of national services and risk management services in addition to industry specific back-office outsourcing services for the airline, travel and leisure, insurance, financial services and other sectors.

WNS creates sustainable management, risk based processing and active retention in the areas of controlling and financial cost business administration, marketing, engineering, operations, HR administration and health care support, backed by knowledge centers in addition to client specific management.

From Simple to complex – expertise on your behalf

SAFE. STRONG. SECURE.

The Customer Connection

Your Customers are Our Priority

WNS handles the transactions that make some of the world's biggest companies to provide the services and products you know so well.

- Have you bought a ticket on a major airline? Requested a special meal? If you flew with one of our many airline clients, chances are a WNS agent made sure you got the correct seat, the right meal.
- Have you filed an insurance claim on your car? If you're insured by one of our leading insurance clients, WNS made sure your claim was processed quickly and accurately so you could get back on the road!

Let Us Help You Soar

The WNS Advantage is a level of confidence that only world-class reliability can provide. We build this confidence on a foundation of:

- Incredible talent forming professional, friendly working relationships
- A structured and rigorous approach ensuring delivery at or above service levels
- Rock-solid engineering, infrastructure and technology

We focus relentlessly on improving our client's business. Because we view the client's success as our own success, we focus on and create. We work as an extension of our clients, sharing risks and aligning our rewards with the clients'.

Corporate Brochure

Offshore, World Class

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WNS' Brand Strategy was developed to leverage the concept of intensely specialized skills, managing complicated transactions and being trusted with great responsibilities – *Managing Complexity, Delivering Confidence.*

Departed Profits Aren't The Only Consequence of Missed Connections.

Business processes impact more than just the bottom line. An incorrect bill could result in customer attrition, a misplaced claim may mean a child without benefits, a delayed flight could mean a missed opportunity. At WNS, we have a proud heritage of ensuring excellence in service delivery for clients who trust us to manage their most prized relationships. Visit us to learn more.

global outsourcing | transaction processing | customer care

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The new identity formalized “World Network Services” to WNS which was a logical choice for the newly independent company at the time.

Extending Your Enterprise builds upon the idea of extended capabilities/skills.

Its visual appearance uses earth tones to reinforce a grounded feeling and “Spiro-graph” line drawings communicate organized complexity.



The Delve Group, Inc.

Brand Development is Business DevelopmentSM

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster businesses by focusing on what differentiates them from their competition and then use this to create the perception of market leadership.

At Delve, we approach everything from the vantage point of helping our clients achieve their desired business objectives. Our methodology is guided by a strategic understanding created by delving deep into their businesses to assess where they've been, define where they want to go, and finding the best path to get there.



DISCOVER:

- Discover Workshop
- Internal & External Interviews
- Competitive Analysis
- Communications Audit
- Brand Findings Report
- Brand Strategy

LAUNCH:

- Brand Launch Strategy
- Launch Announcement (Internal/External)
- Brand Promotion Creation
- Event Support & Brand Unveiling
- Client Outreach
- Media and Public Relations

CREATE:

- Name & Tagline Development
- Brand Architecture
- Message & Positioning Platform
- Thought Leadership & PR Strategy
- Lead & Demand Generation Strategy
- Corporate Identity & Business System
- Differentiating Look & Feel
- Internal Communications Strategy

MANAGE:

- Brand Standards
- Demand Generation Activities
- Ongoing Support & Guidance
- Outsourced Marketing Services
- Ongoing Public Relations

DEPLOY:

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials
- Advertising & Media Campaigns
- Thought Leadership Development
- Brand Loyalty Materials
- Interactive Media Execution