



## **WNS Announces Partnership with ESI to Develop Real-Time CRM Solution Designed to Increase Customer Profitability**

May 28, 2008

Leading business process outsourcing firm to bring integrated sales and marketing solutions to financial services and travel industries

NEW YORK--(BUSINESS WIRE)--May 28, 2008--WNS (Holdings) Limited (NYSE: WNS), a leading provider of global business process outsourcing (BPO) services, today announced a strategic partnership with Exchange Solutions Inc. (ESI), which creates and hosts interactive sales and marketing solutions designed to allow businesses to engage consumers earlier in their decision-making process to increase share of wallet.

Toronto-based ESI has developed a web-based marketing platform that allows businesses to connect directly with customers to offer additional products and services. One feature of the ESI platform includes a real-time, decision-making platform that allows a company's customers to see how they can get more value by consolidating more of their business with the company. With deep domain knowledge in several industries, such as financial services and travel, WNS will provide customer contact, fulfillment support and other services through its global delivery model.

As an example, retail bank customers reviewing loan interest rates on a bank's website would receive an invitation for a phone call or instant message conversation to learn how interest rates could improve if they expand their relationship with the bank by opening additional accounts or registering for credit cards. A large U.S. retail bank is using ESI's platform for price quotes, new account openings and servicing interactions between customers and bankers, and has increased balances generated in each of these interactions by more than 100%, or \$4,000. Profitability per interaction has increased more than 90%. The partnership with WNS will allow client banks to more quickly drive sales from channels outside of traditional bank branches, such as the web, as well as improve customer follow-up and fulfillment. Travel industry customers purchasing flights could be offered savings on additional purchases such as hotels or dinners and recreation packages.

"Sales and marketing functions typically work in silos by product or service without any opportunity for companies to benefit from innovative customer relationship management techniques that drive sales and improve the consumer experience," said Arijit Sengupta, Executive Vice President, WNS. "By combining our strengths, WNS and ESI are developing innovative, turnkey solutions designed to improve buyer-seller collaborations that result in increased customer acquisition and enhanced customer profitability. With this partnership, we intend to usher in a new wave of collaborative marketing."

"ESI's approach can result in higher sales, increased cross-selling, and revenue from each customer touch point, while providing customers with a more compelling value proposition tied to their specific needs," said Carl Erickson, General Manager Retail Banking, ESI. "We look forward to partnering with WNS to scale our operations and penetrate key markets."

### **About WNS**

WNS is a leading global business process outsourcing company. Deep industry and business process knowledge, a partnership approach, comprehensive service offering and a proven track record enables WNS to deliver business value to some of the leading companies in the world. With over 18,000 employees, WNS is passionate about building a market-leading company valued by our clients, employees, business partners, investors and communities. For more information, visit [www.wnsgs.com](http://www.wnsgs.com).

### **About ESI**

Exchange Solutions, Inc. (ESI) is a leading provider of customer-company collaboration solutions that help companies maximize the value of customer interactions and relationships. ESI's innovative ASP technology application allows a 1:1 collaboration between the company and each customer to deliver a customized, more profitable agreement for each party. At every web, call center and in-store interaction, ESI's solution facilitates a win for the company and for the customer. ESI's deployments provide companies with a low risk, high return on investment by driving significant increases in channel sales productivity with minimal upfront investment. Gartner has recognized ESI as the category-creating and leading provider of this innovative new class of performance improvement solutions. For more information, visit [www.exchangesolutions.com](http://www.exchangesolutions.com).

### **Safe Harbor Statement under the provisions of the United States Private Securities Litigation Reform Act of 1995**

This news release contains forward-looking statements, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those that may be projected by these forward looking statements. These risks and uncertainties include but are not limited to technological innovation; telecommunications or technology disruptions; future regulatory actions and conditions in our operating areas; our dependence on a limited number of clients in a limited number of industries; our ability to attract and retain clients; our ability to expand our business or effectively manage growth; our ability to hire and retain enough sufficiently trained employees to support our operations; negative public reaction in the US or the UK to offshore outsourcing; regulatory, legislative and judicial developments; increasing competition in the business process outsourcing industry; political or economic instability in India, Sri Lanka and Jersey; worldwide economic and business conditions, including a slowdown in the U.S. and Indian economies and in the sectors in which our clients are based and a slowdown in the BPO and IT sectors world-wide; our ability to successfully consummate strategic acquisitions, as well as other factors more fully discussed in our reports filed with the U.S. Securities and Exchange Commission. These filings are available at [www.sec.gov](http://www.sec.gov). We may, from time to time, make additional written and oral forward-looking statements, including statements contained in our filings with the Securities and Exchange Commission and our reports to shareholders. You are cautioned not to place undue reliance on these forward-looking statements, which reflect management's current analysis of future events. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

CONTACT: Investors:

WNS (Holdings) Limited  
Jay Venkateswaran, +1-212-599-6960  
Senior VP -- Investor Relations  
ir@wnsgs.com  
or  
Media:  
Gutenberg Communications  
U.S.:  
Mike Sherrill, +1-212-239-8741  
msherrill@gutenbergpr.com  
or  
UK:  
Shalini Siromani, +44 203 008 5231  
shalini@gutenbergpr.com

SOURCE: WNS (Holdings) Limited