



## WNS Ranked a 'Leader' in NelsonHall's NEAT Vendor Evaluation for Customer Management Services (CMS) Analytics

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NEW YORK & MUMBAI, India--(BUSINESS WIRE)--Apr. 13, 2017-- WNS (Holdings) Limited (NYSE: WNS), a leading provider of global Business Process Management (BPM) services, today announced that it has been named as a 'Leader' in NelsonHall's most recent NEAT Vendor Evaluation for Customer Management Services (CMS) Analytics.

The NelsonHall report highlighted WNS' dedicated CMS analytics resources and standalone analytics practice, comprehensive suite of proprietary research and analytics platforms, and strong capabilities in the areas of big data, predictive modeling and domain-led research.

"Being named a leader in NelsonHall's NEAT Vendor Evaluation for Customer Management Services (CMS) Analytics is a testimony to WNS' expertise in delivering differentiated, technology-enabled analytics solutions to support our high-end customer interaction services business," said Keshav R. Muruges, Group CEO, WNS. "By combining our deep domain expertise, analytics capabilities and proprietary CIS frameworks we are able to help our clients make better business decisions and improve the end-client experience."

Ivan Kotzev, Research Analyst – Customer Management Services at NelsonHall, said, "WNS' significant analytics capabilities in Customer Management Services address a pressing need by clients to understand and predict customer behavior but beyond that to provide highly personalized services. Developing its knowledge management consultancy, its digital analytics tools with a focus on machine learning, and predictive models such as 'persona based selling,' WNS is successfully tackling a fundamental challenge in today's customer experience – how to deliver high quality contextual and personalized sales and support at scale."

[WNS' Analytics](#) practice has over 2,200 professionals globally, and works with over 50 global brands. WNS has developed several proprietary analytics platforms to help improve customer centricity including a social media analytics platform (SocioSEER), a cloud-based business intelligence analytics platform ([Brandtitude](#)), a suite of offerings for comprehensive visualization (IDEA), and an online customer experience management tool. In addition, WNS also acquired Value Edge Research Services, a leader in providing technology-enabled research and analytics services including competitive intelligence to clients in the Pharma / Biopharma industry.

### About NelsonHall

NelsonHall is the leading BPS and IT services research firm with analysts in the U.S., U.K., and Continental Europe. The company takes a global approach to analysis of vendors and outsourcing markets and is widely respected for the quality and depth of its research. In addition, with its "Speed-to-Source" initiative, NelsonHall is helping buy-side organizations significantly reduce the time and cost associated with BPS and ITS sourcing projects.

### About WNS

WNS (Holdings) Limited (NYSE: WNS), is a leading global business process management company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals including Travel, Insurance, Banking and Financial Services, Manufacturing, Retail and Consumer Packaged Goods, Shipping and Logistics, Healthcare and Utilities. WNS delivers an entire spectrum of business process management services such as finance and accounting, customer interaction services, technology solutions, research and analytics and industry specific back office and front office processes. As of December 31, 2016, WNS had 32,184 professionals across 41 delivery centers worldwide including China, Costa Rica, India, Philippines, Poland, Romania, South Africa, Sri Lanka, United Kingdom and the United States. For more information, visit [www.wns.com](http://www.wns.com).

### Safe Harbor Provision

This document includes information which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events. Factors that could cause actual results to differ materially from those expressed or implied are discussed in our most recent Form 20-F and other filings with the Securities and Exchange Commission. WNS undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

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