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WNS DIGITAL MERCHANDISING AND MARKETING

The Next-gen e-Commerce Marketing Accelerator

CONTENT – A VITAL COG OF DIGITAL COMMERCE

Global e-commerce continues to grow at a breakneck pace. As brands and retailers expand their range across channels and geographies, merchandizing becomes important to deliver engaging shopping experiences and simplified buying journeys.

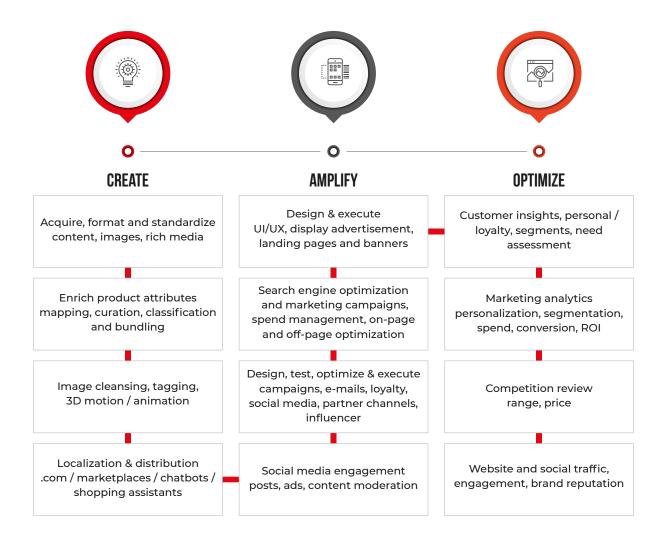
While retailers and brands continue to expand their digital footprint, they need an experienced partner to optimize product induction cost and improve speed-to-market, while providing insights to drive better customer engagement and personalized marketing to improve conversion.

WNS DIGITAL MERCHANDISING AND MARKETING PROPOSITION

Enhancing Brand Equity for Engaging Customer Experiences

WNS' Digital Merchandizing and Marketing brings our strong delivery experience and next-gen technology platforms to drive three core digital levers – Create, Amplify and Optimize.

Each of the three levers plays a significant role in addressing the requirements in providing relevant, consistent and impactful insights.



CONVERGING THE RIGHT TECHNOLOGIES FOR THE RIGHT OUTCOMES

Artificial Intelligence. Machine learning. Predictive and prescriptive analytics. Image analytics. Digital workflow.

WNS' Digital Merchandizing and Marketing brings together emerging technologies to achieve positive outcomes.



Consistent brand messaging Across all sales channels, consistency of messaging enhances the brand's equity



Higher revenues 3 percent incremental revenue through amplified marketing and loyalty initiatives



Cost optimization ~50 percent cost reduction per SKU through process engineering and operating model optimization



Improved speed-to-market 30-40 percent improvement in time-to-market - through automation and streamlining of processes. This enables brands to stay relevant for the customer and against competition



Asset light model for adopting new technology

WNS' Digital Merchandizing and Marketing leverages rich media, personalized campaigns and customer analytics to improve customer engagement, increase traffic and onsite conversion through keyword optimization



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DIFFERENT STROKES OF SUCCESS

A leading online travel agent

Social media communication strategy to increase engagement; CRM strategy for targeted and repeat purchases

- Customer engagement impact
- 67,091 unique opens
- 13,023 unique clicks
- Conversions & Revenue
- 870 bookings
- \$334,025 in sales

Leading car rental company

Decision tree to retain existing customers and to acquire new ones; apply customer inclusion/exclusion criteria; segment customers for various campaign offers

- 23% incremental sales from existing customers
- 7% acquisition from targeted audience

Leading U.K. supermarket chain

Deployed heuristic targeting techniques for mail campaign with customers' demographic, transactional data; built response model to find highest propensity of coupon redemption

- 45% uplift in coupon redemptions
- Model replicated for other channels

Pure-play global online retailer

Deployed process engineering, technology-led automation, content quality framework, customized training framework and implemented supplier training

- 60% improvement in speed-to-market
- 50% reduction cost per SKU
- 40% improved productivity through process re-engineering

World's leading hotel chain

Analyzed private campaign flow, created behavioral segments, built a logistic regression model to predict propensity of success, and used lift & success model to estimate segment ROIs

- Incremental revenue of ~ \$ 32 Million annually
- 15-17% QoQ progressive improvement in registrations

Leading e-Commerce company

Redesigned operating model, executed business process re-engineering, and deployed analytics and automation to build an agile delivery platform for online merchandizing operations

- ~40 percent improvement in productivity
- ~50 percent reduction in cost per SKU
- Improved speed-to-market new products made available online within 48 hours com pared to 8 days earlier







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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 or visit us at

