



# Genpact messaging playbook

---

**Version 1.0**

August 2024





# Contents

---

- 1 [Background and context](#)
- 2 [2024 master messaging framework](#)
- 3 [Our 3+1 approach](#)
- 4 [2024 boilerplate](#)
- 5 [Audience-specific talking points](#)
- 6 [Messaging application](#)
- 7 [Evolving our nomenclature](#)



# Background and context

---

## What is a messaging framework?

- A strategic document that outlines the core messages we want to communicate to our target audiences about who we are, what we do, and how we do it
- Gives teams across Genpact a common understanding of our core messages
- Drives consistency in our messaging internally and externally in our marketing and communications and in one-on-one interactions

## Why now?

- Genpact is at an inflection point with a new leader, new vision, and an opportunity to make a deeper impact on the market with our three plus one approach
- The messaging framework is part of a wider set of activities to refresh our brand
- As our business evolves, the language we use in our communications must evolve with it

## What's next?

- Digest our messaging framework and share it with your teams to refer to as they communicate with clients, partners, and employees
- Marketing will update and share the framework as our brand refresh progresses

# Our master messaging framework

WHO WE ARE	A global professional services and solutions firm delivering outcomes that shape the future			
OUR PURPOSE	The relentless pursuit of a world that works better for people			
OUR VISION	To empower clients through applied AI solutions that drive unparalleled outcomes			
OUR APPROACH TO EXECUTION	3+1: Non-linear growth	Data-Tech-AI	Simplification	Our best credential
OUR OWNABLE DIFFERENTIATORS	A holistic, growth-oriented approach powered by:			
	Our <b>innate curiosity</b> . We embrace innovation and <b>apply AI at scale</b> to drive <b>growth</b> and unlock <b>outcomes</b> .  AI-first	Deeply rooted <b>business</b> and <b>industry knowledge</b> . We deliver proven routes to <b>value</b> , with <b>data, tech</b> , and <b>AI</b> .  Lived expertise	A 27-year-old <b>startup mentality</b> and belief that anything is possible. We move at <b>speed</b> , explore the unexplored and attempt the unattempted.  Entrepreneurial agility	Our <b>inextricable connectivity</b> to those we serve. Every one of our relationships hinges on <b>trust and transparency</b> .  Client centricity
CORE VALUES	Courageous, curious, and incisive on a foundation of integrity and inclusion			

*\*All components of the messaging framework have the potential to be refined by our company strategy and brand refresh*

# Our approach to execution: 3+1

## 1 Non-linear growth

**What:** Deepen partnerships for more AI-focused, growth-oriented solutions

**How:** Strengthen relationships with prioritized tech partners, advisors, and private equity firms

**Outcome:** Increase participation rates and inflows

## 2 Data-Tech-AI

**What:** Make data, tech, and AI-first principles part of every client conversation

**How:** Build holistic transformative solutions that can be productized

**Outcome:** Deliver greater client value and drive client loyalty

## 3 Simplification

**What:** Simplify our go-to-market structure

**How:** Shift to a new 12-unit leader organization design

**Outcome:** Cut response times to clients, enable more meaningful decisions, boost revenue growth



## 1 Our best credential

**What:** Establish Genpact as a beacon of AI-led transformation

**How:** Embed AI across all internal functions

**Outcome:** Show we walk the talk to increase efficiency and effectiveness, improve experiences, and inspire our clients

# Our refreshed\* boilerplate

---

\*Previously distributed on April 2, 2024

Genpact (NYSE: G) is a global professional services and solutions firm delivering outcomes that shape the future. Our 125,000+ people across 30+ countries are driven by our innate curiosity, entrepreneurial agility, and desire to create lasting value for clients. Powered by our purpose – the relentless pursuit of a world that works better for people – we serve and transform leading enterprises, including the Fortune Global 500, with our deep business and industry knowledge, digital operations services, and expertise in data, technology, and AI.

Get to know us at [genpact.com](https://genpact.com) and on [LinkedIn](#), [X](#), [YouTube](#), and [Facebook](#).

# Audience-specific talking points

---

**Clients, partners, media, analysts, and advisors**

**Investors**

**All existing and potential talent**



# Talking points for clients, partners, media, analysts, and advisors

## Using our messaging framework

- Consider tailoring 'who we are' to a client's industry/function or partner/analyst/advisor's area of interest, eg A global professional services and solutions firm delivering outcomes that shape the future **of healthcare**
- Never change the description when it is part of our boilerplate
- Demonstrate our vision and differentiators with relevant proof points, eg:
  - **AI-first:** Our [analyst rankings](#) and [awards for innovation](#), DTAI [client stories](#), and culture of learning through [DataBridge](#)
    - Our focus on being our best credential by embedding AI into how we run: eg partnership with [Microsoft](#) and [leadership appointments](#)
    - The [launch](#) of our [AI Innovation Centers](#)
  - **Lived expertise:** [Client stories](#); [tech partnerships](#); [analyst rankings](#); and our [thought leadership](#)
  - **Entrepreneurial agility:** [client stories](#) – eg speed to launch gen AI pilots at a [healthcare](#), [financial services](#) and [media/entertainment](#) firms; [hackathons](#)
  - **Client centricity:** [commitment to client satisfaction](#); our outcome-based contracts; client stories, eg, one-team mentality at [Asahi](#), [Kone](#), [AstraZeneca](#)
- Show how we live our [purpose](#) and [values](#)

## Sharing our 3+1 story with clients, partner, media, analysts, and advisors

- For clients and partners, demonstrate how our 3+1 strategy helps them, for example:
  - **Non-linear growth:** Stronger relationships with [prioritized partners](#) enhance the relevance of our solutions
  - **Data-Tech-AI:** Our focus on [DTAI solutions](#) helps clients embed technology across their businesses and deliver value faster, improving satisfaction
  - **Simplification:** Improves how we engage with clients and partners
  - **Our best credential:** We lead by example with gen AI to improve how clients and partners experience working with us

**Reminder:** Only designated Genpact spokespeople and leaders can speak to the media, analysts, and advisors. If you receive any queries, please contact:

**Media:** [Siya Belliappa](#)

**Advisors:** [Ajay Kapoor](#)

**Analysts:** [Caitlin Evans](#)



# Talking points for investors

## Using our messaging framework with investors

- Keep the language straightforward, direct, and tied to how we improve our business or deliver value to clients and shareholders
- Demonstrate our vision and differentiators with relevant proof points:
  - **AI-first:** Our [analyst rankings](#) and [awards for innovation](#), DTAI [client stories](#), and culture of learning through [DataBridge](#)
    - Our focus on being our best credential by embedding AI into how we run: eg partnership with [Microsoft](#) and [leadership appointments](#)
    - The [launch](#) of our [AI Innovation Centers](#)
  - **Lived expertise:** [Client stories](#); [tech partnerships](#); [analyst rankings](#); and our [thought leadership](#)
  - **Entrepreneurial agility:** [client stories](#) – eg speed to launch pilots at a [healthcare](#), [financial services](#) and [media/entertainment](#) firms; [hackathons](#)
  - **Client centricity:** [commitment to client satisfaction](#); our outcome-based contracts; client stories, eg, one-team mentality at [Asahi](#) and [Kone](#)
- Show how we live our [purpose](#) and [values](#)

## Sharing our 3+1 story with investors

- Talk to our 3+1 story in the context of driving client and shareholder value, building revenues, and achieving our goals:
  - **Non-linear growth:** Focus on how our partnerships increase inflows
  - **Data-Tech-AI:** By helping clients adopt data, tech, and AI solutions, we increase client value and loyalty, which lead to revenue growth
  - **Simplification:** We're making it easier for clients to work with Genpact, enabling us to reduce response times and boost revenue
  - **Our best credential:** In addition to inspiring clients with our gen AI adoption, we're increasing our own effectiveness and cutting cost across the business

**Reminder:** Only designated Genpact spokespeople and leaders can speak to investors and sell-side research analysts. If you receive any queries, please contact [Tiffany Horvath](#).

# Talking points for all existing and potential talent

## Using our messaging framework with existing and potential talent

- To make our messaging resonate with all talent, connect our differentiators with our values. For example:
  - **AI-first:** We are **curious** to the core. Thanks to our focus on **continuous learning** and upskilling, we apply AI at scale to drive **growth**, deliver **unparalleled outcomes** for clients, and **build great careers** for ourselves
  - **Lived expertise:** We are **incisive** with deep business and industry knowledge. We **deliver excellence** and **value** to clients by combining data, tech, and AI
  - **Entrepreneurial agility:** With our **courageous** startup mentality we believe anything is possible. We **move at speed** and inspire others to seize opportunities and explore the unexplored. The world's best talent join Genpact to **shape the future with us**
  - **Client centricity:** We are deeply connected to our clients and their customers. With **integrity and inclusivity**, our relationships are based on **trust and transparency**

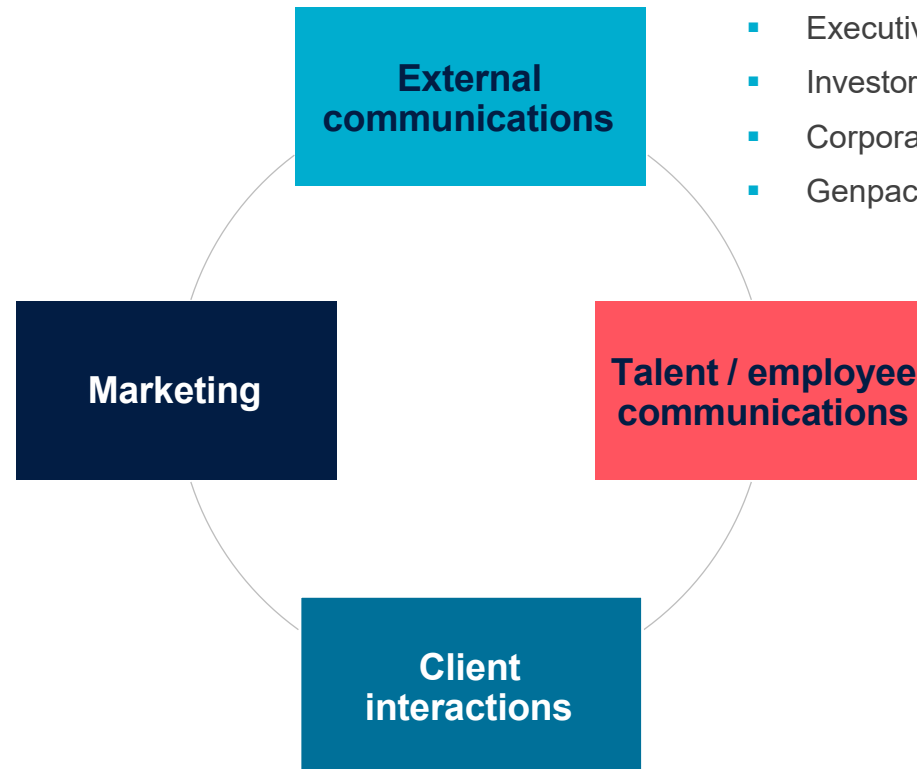
## Sharing our 3+1 story with existing and potential talent

- Tell people stories with employees and client testimonials to make our approach tangible and relatable
- Be clear on how we execute our vision and how our existing and prospective talent would be part of the story. For example:
  - **Non-linear growth:** Focus on **growth at an accelerated pace**. Highlight how our partnerships allow us to stay ahead of the curve and remain relevant to clients
  - **Data-Tech-AI:** Call out that we invest in upskilling our people on the latest technology to better understand opportunities and build transformative client solutions, enabling us to **learn, grow, and succeed** in this fast-evolving landscape
  - **Simplification:** Focus on the expectations of **clear accountability and an ownership mindset** at every level to drive meaningful impact. Spread awareness about our 12-unit structure to be more responsive and drive more value for the business
  - **Our best credential:** Focus on how we **embrace AI and large-scale transformation across our work** to improve the experience for employees and clients. Drive home the message that we **walk the talk** by embedding AI across our business

# Messaging application\*

\*Illustrative, not exhaustive

- Across 2024 corporate and marketing calendar of events
- Genpact.com
- Thought leadership
- Sales-enablement collateral
- Social media
- Client/partner marketing campaigns



- Press releases
- Media opportunities/interviews
- Executive communications
- Investor/analyst/advisor communications
- Corporate boilerplate
- Genpact Wiki page

- All-employee townhalls
- SVP meetings
- Genpact Now
- GSocial
- Corporate emails
- L&D/Genome
- In-office signage
- Hiring job descriptions/campaigns/job fairs
- Onboarding materials/orientation sessions
- Employee value proposition

- RFPs
- Client conversations

# Evolving our nomenclature

STOP ■	START ►	CONTINUE (emphasize) ►►	REDUCE ↘
Process reengineering	Business transformation	Data, tech, and AI	Process expertise
BPO	Managed services	Business and industry domain expertise	
Results	Outcomes	AI-first principles	
Genpact services	Genpact solutions	Holistic growth-oriented solutions	
Cost take out	Value creation	Front-to-back transformation (or front-to-middle-to-back-office transformation)	
Transformation happens here	N/A		

*Thank you!*

