



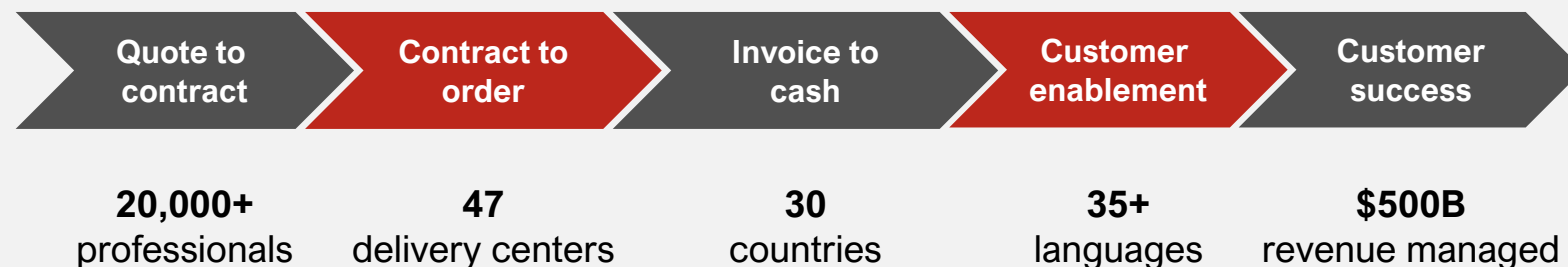
genpact

Our capabilities

(select Quote-to-Cash and Source-to-Pay cases)



Transforming quote to cash operations for 200+ global brands



Annual Client Impact

- \$2B+ revenue improvement
- \$5B+ operating cost savings
- 20%-30% improved NPS

Partnerships



Gold Solution Partner

- Marketo, Experience, Analytics clouds



Salesforce 360 Partner

- Solution integrator
- Co-solution development
- Managed services client



Industry Recognition

Marketing & Sales

- 2024 CX Horizon 3 Leader
- 2024 Content – marketing services

Gen AI

- 2023 Generative Services Horizon 3 Leader

Analytics

- 2023 Customer Analytics

Clients



Opportunity Deep Dive: Improving Customer Health Score & Retention

Common Challenges & Opportunities

Customer Experience

- 65% of orders touched on average 5 times

Revenue Leakage

- Enterprises lose 4% -5% of revenue due to pricing complexities, infinite price, config & contract variations

High Cost Per Order

- 30-40% of sales bandwidth is spent “away” from selling – admin activities, chasing data, answering customer queries

How Data Can Support

- Enable end-to-end data visibility across ecosystem - boundaryless contracts and orders
- Capture all customer experiences and speak across all touchpoints
- Data insights to “Find More / Win More / Keep More”
- Convert to drive revenue

How AI Can Enable

- Proactive Next Best Action to reduce attrition
- Sales / Customer Service proactive offers
- Notify Marketing & Sales of at-risk customers
- Targeted solutions to preserve customer base
- Sales coaching in real time

70%

Of Buyer's Journey complete before engaging with Sales

84%

Of first Sales contact is where the sale is made

60%

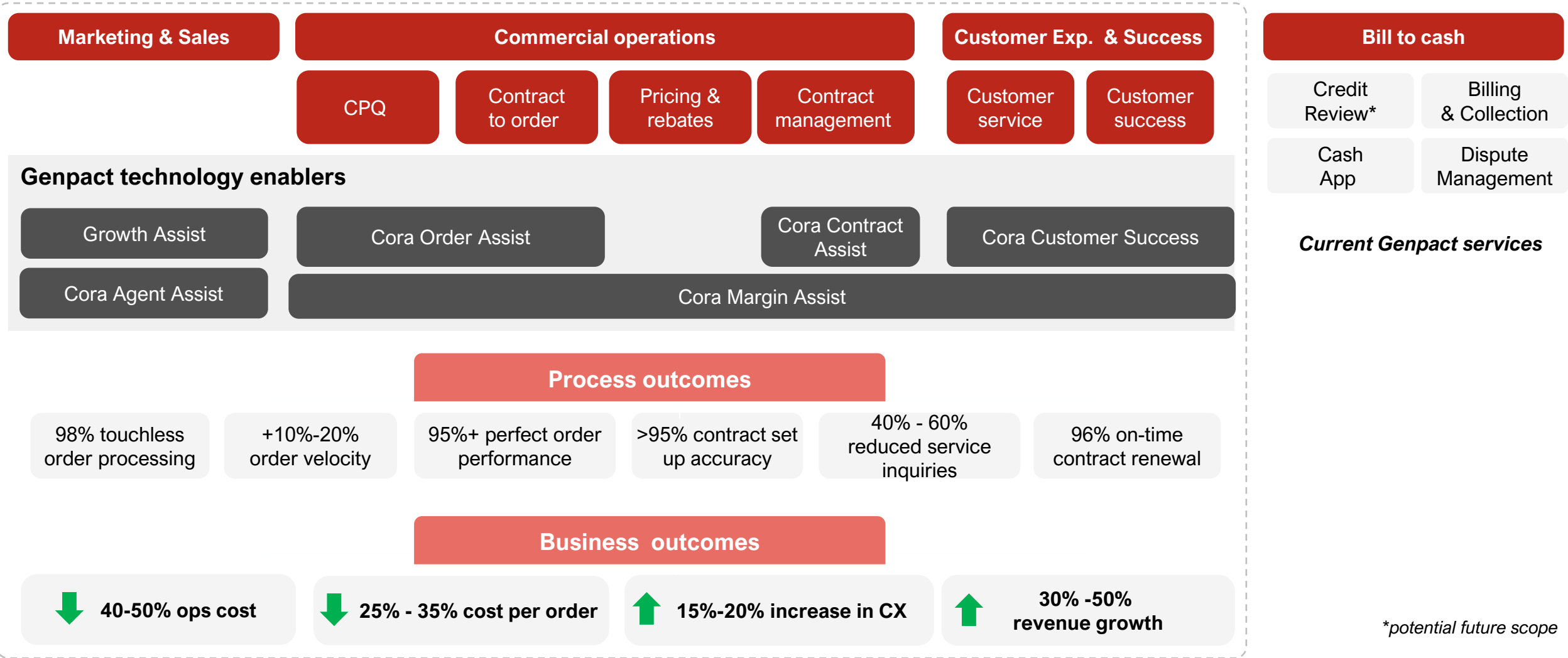
Of Sales teams are running vs growing the business

40%

Of customer conversation data is not utilized

Genpact's quote to cash operating framework

Re-imagined business outcomes through processes powered by Analytics, Digital, and AI



Current Genpact services

**potential future scope*



Networking solutions leader: Improved sales experience

Configure, price, quote (CPQ) platforms, API-based framework, quote renewals and deal management



Challenge:

Market movements and disruptions leading to constantly varying customer buying behavior. Identify and extract external data signals to proactively target high value prospects with the right product at the right time. Integration of external data with the internally available data to create a golden customer record to better understanding of customer lifecycle.



Solution:

- Identify potential: Evaluate and harness advanced data signals (Internal + External) to study the impact of changing market scenarios on product offerings and customer's buying behavior
- Study customer and prospect micro segments to quantify and target prospect with higher potential of conversion based on characteristics aligned to market fluctuations
- Propose value: Design tailored value proposition for the potential high value customers based on predicted affinity for product mix, product volume and purchase rationale
- Stimulate win: Provide winnability recommendations at specific interaction points in the customer journey and integrate deal score insights into relevant quote to booking systems.



Impact :

\$1B

generated worth of sales opportunity annually

\$160M

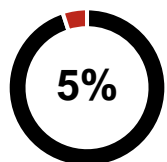
bookings in a single quarter

17,000+

sales reps leveraged our analytics insights

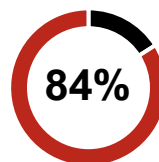
The value of a digitized and effective S2P organization

63% of S2P organizations struggle with aligning their objectives with other departments



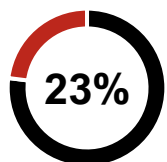
Value leakage

Annual procurement spend lost



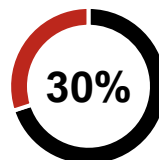
Need for automation

Operational cost reduction per PO with automated, low touch process



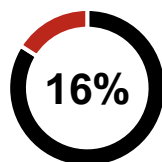
Undefined organizational structure

Decreased efficiency when job roles and responsibilities are not clearly defined



Master data integrity

Reduction in procurement cycle times with clean master data



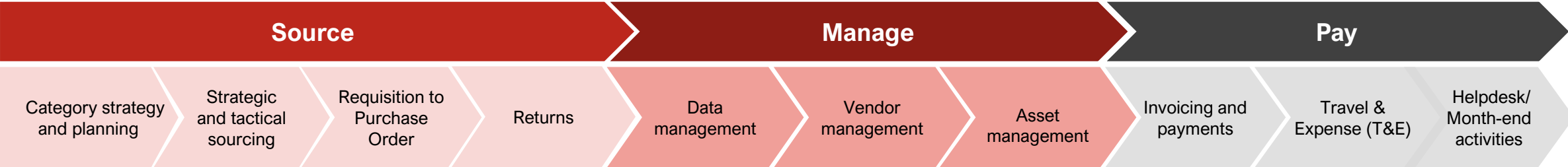
Suboptimal supplier management

Increase in total procurement cost when supplier management practices are ineffective



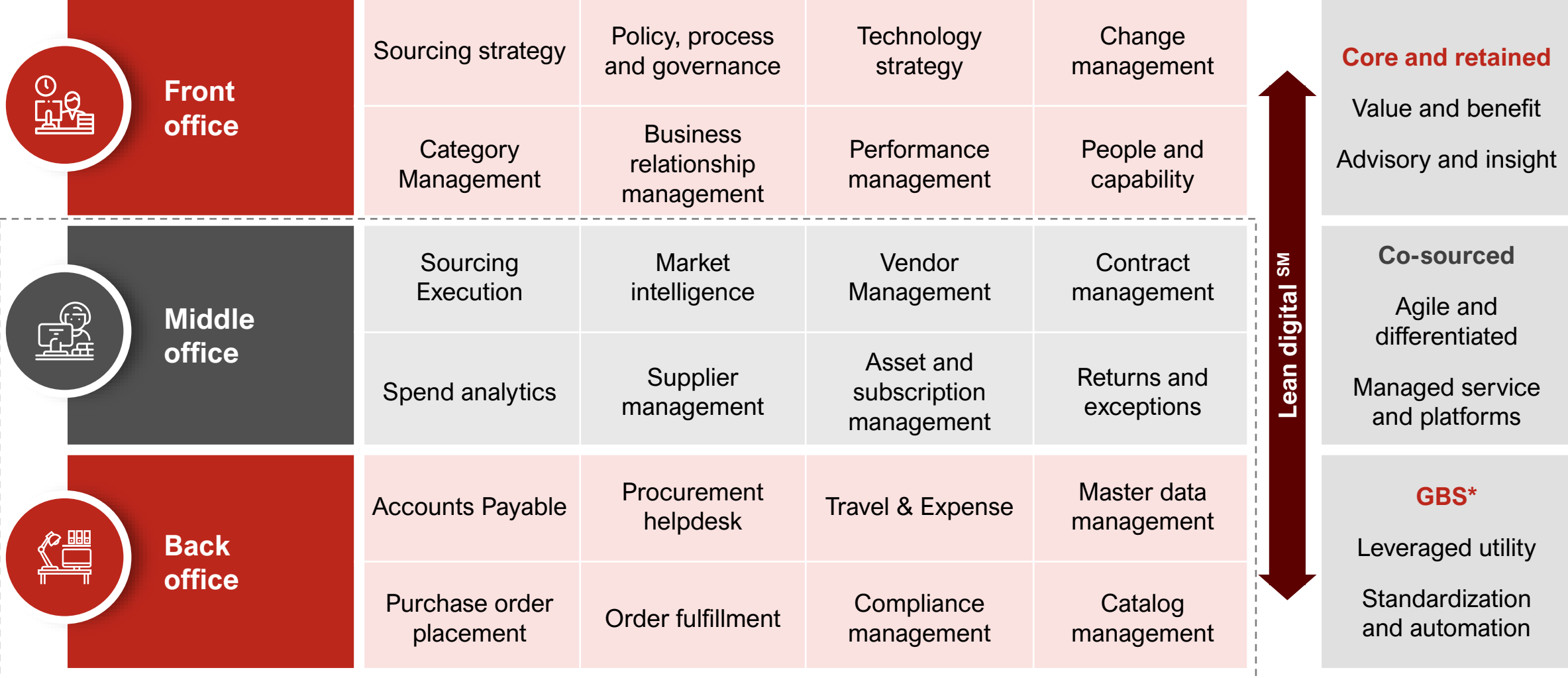
Globally recognized source-to-pay group helps 300+ clients transform to deliver the value needed

21,000+ coworkers globally	320+ clients globally	>3M suppliers managed	\$750 billion payments each year	\$85+ billion spend managed	40+ delivery centers	150+ countries supported	25+ languages
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 Enterprise Innovator for S2P Services 2023	 “Leader” as well as a “Star Performer” in Everest's Procurement Outsourcing Services PEAK Matrix Assessment 2021 & 2024	 “Leader” in Procurement Business Process Transformation 2023	 “Leader” in Procurement BPO* & Transformation Services in the ISG Provider Lens Report 2021 & 2024
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Offering flexible models that allow retention of core functions and right size our solution to fit the client's need



\$81M cost reduction for an IT Services provider of Dealer Services

Scope of services:

- Category management and sourcing execution for direct and indirect spend categories
- ~\$500M of addressable spend
- Supply chain, logistics, demand planning, procurement operations and fulfillment
- ~45 Coworkers
- Sourcing and operations conducted through a varied combination of on-shore, near shore and off-shore resources



Challenge:

- Recently acquired by Private Equity firm **seeking significant cost take out turnaround**
- Procurement scorecard targets **lower than industry benchmarks**
- Non-standard and **manually intensive** processes
- Non-standard and **overlapping job roles**
- **Multiple source systems**, low adoption and automation of end-to-end sourcing and supply chain processes
- Siloed analytics and reporting



Solution:

- **Sourcing and category management** services across their direct and indirect spend
- Deployed a **SWAT team** of consulting resources to accelerate year 1 savings
- Global operating model including **on-shore and off-shore** delivery centers
- **Control tower-led integrated supply chain management** and category control tower delivering value through inventory, logistics forecasting, sourcing and procurement analytics insights
- **Touchless and straight through processing** through process standardization with catalog, robotics process automation, and change management initiatives
- **Enhanced user experience** through journey mapping, user trainings, and self-service user models



Impact generated:

- **\$95M sourcing savings** inclusive of **\$81M of hard savings commitment**
- **~40% productivity** through digital and automation across procurement operations and fulfillment activities