Genpact and Research Now Extend Analytics Business Process Management Partnership

Genpact Continuing to Help Research Now Drive Process Efficiencies and Customer Satisfaction in Data Collection and Survey Management

NEW YORK, June 18, 2013 /PRNewswire/ -- Genpact Limited (NYSE: G), a global leader in business process management and technology services, today announced that it has extended its partnership with Research Now, the global leader in digital data collection. Genpact manages extensive business process and analytics operations for Research Now and has helped improve customer satisfaction by driving faster and better delivery of services for Research Now customers.

(Logo: http://photos.prnewswire.com/prnh/20120501/NY98560LOGO)

As a leading provider of online sampling with more than six million active panelists in 38 countries globally, Research Now first entered into a strategic partnership with Genpact in early 2011 for Analytics operations management in North America, EMEA and APAC. Built on its extensive research services and analytics expertise, Genpact's services for Research Now include survey scripting and launching, data validation, quality checks and project management. This offering has leveraged a combination of smart processes, analytics and technology for driving continuous operational improvements in order to deliver a high quality of service and cost benefits, all while providing a robust 24x7 operation.

The partnership between Research Now and Genpact has now grown to a strong team that builds innovative solutions to continuously improve the quality of survey programming and data delivery, leading to significantly higher client satisfaction. Over the past 18 months, these collaborative efforts have successfully driven major improvements resulting in improved accuracy of the output and a reduction in operating costs for Research Now. Genpact has also set up project management support for Research Now's research studies in North America and APAC.

"Research Now selected Genpact because of their focus around continuous process improvement and their passion for customer centricity," **said John Tan, executive vice president, Global Operations, Research Now.** "We've been extremely pleased with the operational excellence that Genpact is providing, and have seen an upward trend in client satisfaction since we began this relationship."

"We are excited to deepen our partnership with Research Now, not only to improve operational effectiveness, but also to continue to co-innovate which will augment the delivery and accuracy output for their customers," **said Pankaj Kulshreshtha, senior vice president, Analytics and Research, Genpact.** "Genpact's legacy of process excellence and the use of smart technology further strengthen our deep analytics expertise, enabling us to be at the forefront of maximizing data usage and extracting insights for specific industry needs."

Genpact's Smart Decision Services business encompasses analytics services, process re-engineering and risk management. Genpact's analytics business is one of the largest in the world, providing a broad spectrum of services ranging from research and social media monitoring and analysis to data management and reporting through complex optimization, forecasting and predictive modeling. The company's Analytics services help clients

leverage all available data – including previously unused data – to understand customers, partners, markets and businesses and thus drive business impact. More information about Genpact's Analytics services can be found at http://www.genpact.com/home/solutions/analytics-research.

About Research Now

Research Now, the leading digital data collection provider, powers market research insights. We enable companies to listen to and interact with the world's consumers and business professionals through online panels, as well as mobile, digital and social media technologies. Our team operates in 25 offices globally and is recognized as the market research industry's leader in client satisfaction. We foster a socially responsible culture by empowering our employees to give back. More information is available at www.researchnow.com.

About Genpact

Genpact Limited (NYSE: G), a global leader in business process management and technology services, leverages the power of smarter processes, smarter analytics and smarter technology to help its clients drive intelligence across their enterprise. Genpact's Smart Enterprise Processes (SEP^{SM}) framework, its unique science of process combined with deep domain expertise in multiple industry verticals, leads to superior business outcomes. Genpact's Smart Decision Services deliver valuable business insights to its clients through targeted analytics, reengineering expertise, and advanced risk management. Making technology more intelligent by embedding it with process and data insights, Genpact also offers a wide range of technology services. Driven by a passion for process innovation and operational excellence built on its Lean and Six Sigma DNA and the legacy of serving GE for more than 15 years, the company's 60,000+ professionals around the globe deliver services to its more than 700 clients from a network of 70+ delivery centers across 18 countries supporting more than 30 languages. For more information, visit www.genpact.com. Follow Genpact on Twitter, Facebook and LinkedIn.

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