

Genpact Ranked a "Leader" and "Innovator" in Social Media Analytics Services in NelsonHall's Vendor Evaluation and Assessment Tool (NEAT)

Ranking based on clients' feedback and Genpact's social media capabilities to meet their current and future needs

NEW YORK, June 17, 2014 /[PRNewswire](#)/ -- Genpact Limited (NYSE: G), a global leader in transforming and running business processes and operations, has been positioned as a "leader" and "innovator" in social media analytics services in NelsonHall's NEAT evaluation.



INTELLIGENT ENTERPRISES POWERED BY PROCESS

Across many key industry verticals, Genpact demonstrates the unique ability to combine third-party listening platforms, source-agnostic data, proprietary frameworks and tools, multi-lingual capability, and an experienced and qualified team of domain and media analysts to generate insights.

Clients are looking at vendors to have holistic capabilities that include advanced tools and technologies, analytics frameworks and tools, vertical domain expertise and thought leadership, along with a collaborative and consultative working approach. In an environment where pure-play, tools-based vendors are on the rise, this recognition validates Genpact's "tools + analysts" model. Furthermore, Genpact's process expertise enables clients to embed analytics within the organization and provides a broader scope of application across the enterprise. Social media analytics currently is being used primarily in product and corporate brand management but Genpact is further advancing it into emerging client areas such customer service and relationships through its Social Media Command Center solution.

Genpact's social media strategy consulting practice helps clients to acquire, grow and retain customers in an ongoing manner and better prepares organizations for significant and unexpected market events. Genpact is partnering with its clients to apply social listening to competitive intelligence. As an example, Genpact services identify and predict the timing of actions so that clients can update internal forecasts in a more timely manner. As a result, Genpact clients can immediately and easily see business impact through rolling, more accurate forecasts using social listening.

"The extensive use of social media in today's society presents organizations with a potential wealth of data about their customers and competitors. However, few organizations have so far established the granular level of insights from this data required for actionable market intelligence," **said Mike Cook, principal CMS analyst, NelsonHall**. "Genpact has successfully delivered this granularity of social media reporting and established a robust framework with which to implement social media strategies into client organizations."

"The NEAT assessment and rankings are a tremendous validation of our approach in a rapidly changing social media world and its unique applications to business decision making," **said Sameer Dewan, senior vice president, Analytics at Genpact**. "Our philosophy of embedding social media data into multiple types of analytics – and the integration of newer Big Data with more traditional data – is helping to maximize impact and benefits for clients. Furthermore, Genpact works with clients to design and enhance organizational processes so that social media is regularly and perceptively included when making business decisions."

About NelsonHall

[NelsonHall](#) is the leading global BPO and IT outsourcing research & analysis firm with analysts across the U.S., U.K. and Continental Europe. Founded in 1998, 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.

NelsonHall also offers a suite of "speed-to-source" tools, ([NEAT](#)), that assist buy-side executives in saving time and money, while enhancing the quality of their sourcing decisions, in business process outsourcing and IT outsourcing evaluations. In particular, NelsonHall helps organizations ensure that key BPO and ITO sourcing decisions are based on industry reality not market hype, providing the detailed and objective market and supplier knowledge required for sourcing success through its sourcing tools, online information, and unrivalled analyst access.

About Genpact

Genpact Limited (NYSE: G) is a global leader in transforming and running business processes and operations, including those that are complex and industry-specific. Our mission is to help clients become more competitive by making their enterprises more intelligent through becoming more adaptive, innovative, globally effective and connected to their own clients. Genpact stands for Generating Impact – visible in tighter cost management as well as better management of risk, regulations and growth for hundreds of long-term clients including more than 100 of the Fortune Global 500. Our approach is distinctive – we offer an unbiased, agile combination of smarter processes, crystallized in our Smart Enterprise Processes (SEPSM) proprietary framework, along with analytics and technology, which limits upfront investments and enhances future adaptability. We have global critical mass – 65,000+ employees in 24 countries with key management and corporate offices in New York City – while remaining flexible and collaborative, and a management team that drives client partnerships personally. Our history is unique – behind our single-minded passion for process and operational excellence is the Lean and Six Sigma heritage of a former General Electric division that has served GE businesses for more than 15 years. For more information, visit www.genpact.com. Follow Genpact on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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