

# Genpact Acquires Digital Customer Experience Consulting Firm TandemSeven

## **Boosts design thinking capabilities to reimagine end-to-end customer journeys**

NEW YORK, Sept. 7, 2017 /[PRNewswire](#)/ -- Genpact (NYSE: G), a global professional services firm focused on delivering digital transformation for clients, today announced that it has acquired TandemSeven, a Boston-headquartered company that delivers customer and digital experience innovation consulting using design thinking at its core. TandemSeven's ability to design better customer experiences complements Genpact's digital capability aimed at transforming business processes end-to-end. Terms of the deal are not disclosed.

As part of its ongoing strategy to drive both digital-led innovation and transformation along with digitally-enabled intelligent operations for its clients, Genpact is investing in leading technologies that are reimaging customer experiences and transforming the way companies across many industries compete. The acquisition of TandemSeven advances that strategy and extends Genpact's ability to help its clients provide a seamless experience from the front office all the way to the back office. TandemSeven will boost Genpact's design thinking capabilities that have already transformed operations and end-to-end customer journeys for a number of its clients. Examples include the development of a data-led digital product to dramatically revamp the supply chain of a CPG company and the creation of a next-generation customer payment experience for a financial services company.

"We are excited to see Genpact make this strategic acquisition to add experienced design thinking capability into the company," said Barbra McGann, EVP, Business Operations, HfS Research. "It can help Genpact and its clients design and operate as "OneOffice" – an integrated back, middle, and front office that creates a relevant and meaningful experience for stakeholders."

Superior customer experience is a key driver to generate growth for large enterprises. However in many cases, interactions between siloed front and back offices hampers the ability of enterprises to provide the optimal customer experience.

The solution is to design intelligent automation, enabled by a variety of new digital technologies including artificial intelligence (AI) to enhance the human experience. That's where TandemSeven's team of consultants, technologists, and designers, as well as its UX360 customer analytics technology, will complement Genpact's global business domain experts and digital and analytics experts in applying Lean Digital and its [Genpact](#)

[Cora](#) AI-powered platform to help clients reimagine their customer experiences.

"TandemSeven has been a leader in customer experience innovation by bringing together the disciplines of research, design thinking, journey mapping, and user experience engineering for both B2B and B2C clients," said Frank Torbey, CEO, TandemSeven. "We are really excited to integrate these world-class capabilities with Genpact's industry domain, process expertise, and digital solutions."

"This strategic move further places human-centered design at the core of the reimagination of customer and employee experiences. This is a crucial development, at a time when AI and other digital technologies are increasingly being leveraged in large enterprise processes," said Gianni Giacomelli, senior vice president and business leader, Digital Solutions, Genpact. "Combined with our existing capabilities and those recently added through our digital acquisitions, TandemSeven's team will help digital transformation truly happen for our clients."

Founded in 2001 and headquartered in Boston, TandemSeven's team of experts expands Genpact's U.S. operations, including its Boston area AI and digital innovation hub built on its recent acquisitions of [Rage Frameworks](#) and [OnSource](#). More information about TandemSeven is available at <https://www.tandemseven.com/>.

#### About Genpact

Genpact (NYSE: G) is a global professional services firm focused on delivering digital transformation for our clients, putting digital and data to work to create competitive advantage. We do this by integrating lean principles, design thinking, analytics and digital technologies with our domain and industry expertise to deliver disruptive business outcomes – an approach we call Lean Digital<sup>SM</sup>. We deliver value to our clients in two ways – through digital-led, domain-enabled solutions that drive innovation, and through intelligent operations enabled by digital that design, transform and run clients' operations. Our approach is continually refined in one of the world's largest digital process sandboxes, where we test and improve thousands of processes. For two decades, first as a General Electric division and since 2005 as an independent company, we have been passionately serving our clients. We generate impact for clients from the Fortune Global 500 and beyond, and employ over 77,000 people in more than 20 countries, with key offices in New York City, Palo Alto, London, and Delhi. For additional information, visit [www.genpact.com](http://www.genpact.com). Follow Genpact on [LinkedIn](#), [Twitter](#), [YouTube](#), and [Facebook](#).

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