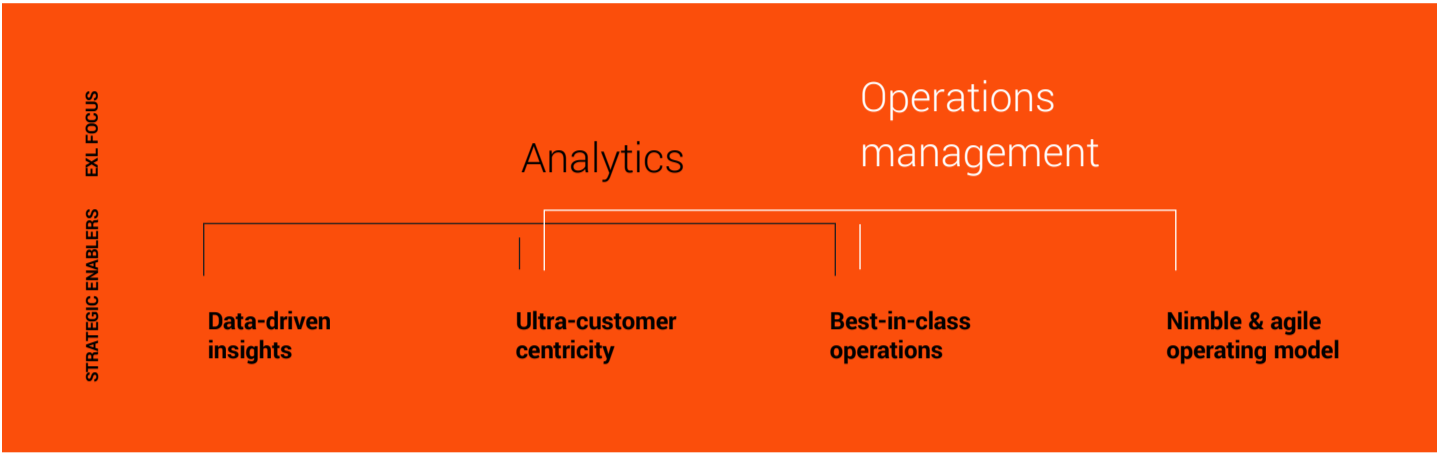


Retail services

Driving success in a global, digital marketplace

Retail strategic priorities now

<p>Sustainable, long-term growth</p> <ul style="list-style-type: none"> • Deliver fast, safe, top-quality, omni-channel customer experiences • Use millions of relevant data points to create personalized digital experiences • Leverage high-tech innovations to deliver new and unforgettable buying experiences • Retain customers, grow wallet share, and differentiate in a highly competitive market 	<p>Increased profitability</p> <ul style="list-style-type: none"> • Be agile and responsive to growing socio-political disruptions • Deliver data-driven, intelligent operations supported by effective operations risk management • Control operating costs that impact scalability and profitability • Increase efficiency across pricing, assortment, SCM, logistics, CX and corporate shared services
--	--



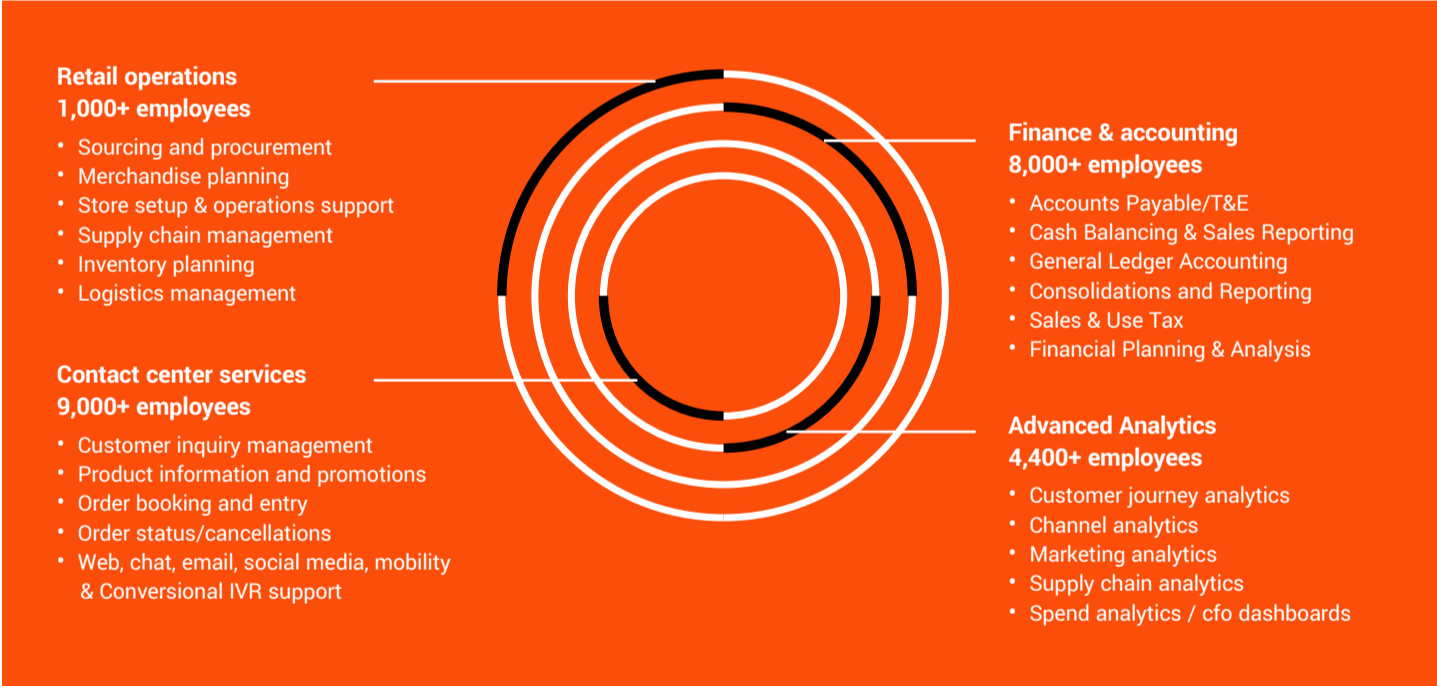
Built to produce improved retail outcomes

EXL helps retail companies drive sustained growth and profitability by generating data-driven business insights and delivering world-class intelligent operations

<p>ANALYTICS</p> <p>Experts in transforming enterprise-wide decision-making through data-driven insights</p> <p>Predictive and Prescriptive Advanced Analytics CoE:</p> <ul style="list-style-type: none"> • Sourcing, procurement and SCM • Merchandise • Supply chain • Customer service • Marketing/customer loyalty • Store location strategy • Finance & accounting • Human resources 	+	<p>OPERATIONS MANAGEMENT</p> <p>Experts in the art and science of designing and managing intelligent operations with a global footprint</p> <p>Redesigned F & A procurement, SCM, and HR ops</p> <ul style="list-style-type: none"> • Flexible and scalable operating model to reduce operating cost <p>Nimble, agile processes focused on operational effectiveness</p> <ul style="list-style-type: none"> • Free working capital (DPO, DIO, DSO) • Improved customer, vendor, and employee experience <p>Effective operations risk management</p> <ul style="list-style-type: none"> • Leverage EXL process assurance standards • Manage vendor and supply chain risk 	▶	<p>IMPROVED BUSINESS OUTCOMES</p> <p>Growth and profitability</p> <ul style="list-style-type: none"> • Optimized operating cost to enable investments in new products and services (~50% cost savings) • Improve financial metrics to achieve best-in-class finance • Proactively manage and mitigate risks to enable growth • Improved customer journey through personalization • Better product and pricing offers
--	---	--	---	---

Providing end-to-end support to retailers

Serving over 30 global retail clients, from high-end luxury to mass-market department stores, across retail operations, contact center, procurement, supply chain, marketing, finance and accounting, and human resources



EXL case examples

Global operations management to reduce operating costs, drive scale and standardization

<p>North American retailer of premium beauty products</p> <p>Set-up of scalable offshore finance shared services</p>	<p>US retailer of luxury home goods</p> <p>Offshore delivery of controllership activities</p>	<p>Global retailer of luxury home goods</p> <p>Offshore delivery and transformation of procurement and supply chain</p>
---	--	--

Advanced analytics to generate intelligent insights and drive ultra-customer-centricity

<p>Leading department store chain</p> <p>Multi-touch attribution and media-mix models</p>	<p>US-based apparel and fashion retailer</p> <p>Machine learning for display offer optimization</p>	<p>US-based fashion retailer</p> <p>Loyalty management framework</p>
--	--	---

Case example impacts

<p>60% Return on outsourcing (last 5 years)</p>	<p>\$5M+ Cash flow impact to the client</p>	<p>50% Reduction in paper invoices</p>
<p>97% Eligible discounts captured</p>	<p>\$10M SCM cost reduction through vendor chargebacks</p>	<p>11% Increase in touchless payments in cash application</p>