



Genpact UX-UI Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's UX/UI Consulting and Implementation Services Vendor Assessment for Genpact is a comprehensive assessment of Genpact's UX/UI consulting and implementation services offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for UX/UI services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in UX/UI services sector.

Key Findings & Highlights

Genpact is a professional services firm providing consulting, business process, and IT services. It is a public company listed in the NYSE as "G" and headquartered in New York. It was established as a wholly-owned subsidiary of General Electric in 1997, which was spun-off in 2005 as an independent entity to start servicing other global clients in addition to GE. GE currently accounts for ~10% of the company's global revenues.

Genpact offers finance and accounting services, healthcare management, sourcing and procurement BPS, digital transformation through AI, RPA, Analytics and CX-led transformation and IT services. In digital marketing, it provides consulting, content and campaign management, and its core offering in analytics services.

It has ~78k employees in 70 delivery centers in 17 countries, and offices in 26 countries, supporting ~800 clients in ~30 languages. Its target client base is in the manufacturing, high-tech, insurance, banking, consumer goods, retail, life sciences, and healthcare sectors.

In October 2015, Genpact acquired Endeavour Software Technologies, a mobile developer. While not dedicated to delivering UX/UI design and development services, it did provide Genpact its first set of UX/UI capabilities, located in Bangalore, India.

Since, Genpact has been active in M&A, with four acquisitions in 2017. One of these acquisitions, TandemSeven, forms the core of its digital CX practice.

Acquired in September 2017, TandemSeven is a customer-centered digital consulting firm started in 2001 and based in Boston with offices in New York and Chicago. The company focuses on UX/UI consulting as well as broader customer-centered digital transformation. Services span customer-centered digital strategy, experience design, and experience engineering for B2B and B2C clients. The company delivers experiences spanning the front, middle, and back offices to improve user experience across touchpoints, channels, and devices. Its multi-functional teams include CX, UX, UI, technology, business, and operations focused resources.

TandemSeven developed a proprietary customer journey mapping visualization and insights platform called UX360, which has since evolved into Cora Journey360 and augments the services offered today.

Genpact reported CY 2017 revenues of ~\$2.74bn. NelsonHall estimates that ~17.3% (~\$473m) of these revenues are associated with IT services.

NelsonHall estimates that ~5% (~\$23.6m) of these IT services revenues are associated with UX/UI design and development services.

Genpact and TandemSeven have built their offerings to shape user experience across the front, middle and back office and from initial brainstorming through full product design, development, and implementation.

Genpact is focused on complex engagements that require more transformation than a customer-facing web application. This includes both the frontend and backend components of customer portals as well as internal systems such as call center applications.

These services are segmented into three different offering areas:

- Customer-centered digital strategy including qualitative (user research and contextual inquiry), quantitative research, design thinking, service design (embedding innovation into all operations), data-driven journey mapping and personas.
- Experience design including experience design and innovation; design concepting and ideation; new product design; and design systems and frameworks.
- Experience engineering including engineering new products and services through an agile, iterative approach to bring vision to life. Approach leverages digital building blocks as conversational AI, machine learning, and voice recognition.

At its acquisition, TandemSeven had ~65 employees. Since, it has expanded its workforce, adding in legacy Genpact employees and hiring. It now has ~90 consultants, UX, CX, and technology professionals with a target of growing to 115 by the end of 2019.

It estimates that ~70% (63 FTEs) is located in client proximate locations, primarily in the U.S. though it is in the process of adding capabilities in both U.K. and Australia. The remaining 30% (27 FTEs) are located in Genpact's Bangalore delivery center. The foundation of this Bangalore team was initially acquired through the Endeavour Software technologies acquisition.

The acquisition of TandemSeven by Genpact in 2017, gave it a mature digital CX capability. It also provided Genpact with deep expertise and skillsets across CX, UX, agile, design, and technology and a proprietary end to end platform that guides the process, which it can invest in and evolve. The platform provides a common foundation from which to manage the engagements. This is important as Genpact augments the core TandemSeven legacy team with its broader delivery capability and work is handed off across geographies. A common platform for both onsite designers and offshore developers simplifies and accelerates any handoff of work and helps address the ongoing process of integrating a digital CX capability into a broader services vendor culture.

The greatest challenge the firm faces is its limited UX design team. A core team of ~100 in a few select locations is a challenge to delivering services across geographies and cultures. The firm's planned expansion into new geographies as well as training legacy Genpact employees further will help to address these capacity constraints. The TandemSeven consulting team is also able to deploy capabilities from across Genpact in areas such as analytics, AI, and process and domain expertise to augment its core capabilities.

Cora Journey360 provides value here as the team expands in headcount and location. A common platform and methodology provide a common framework for the delivery of services regardless of location.

Scope of the Report

The report provides a comprehensive and objective analysis of Genpact's UX-UI service offerings, capabilities and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base and examples of current contracts
- Analysis of the company's strengths and weaknesses.



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