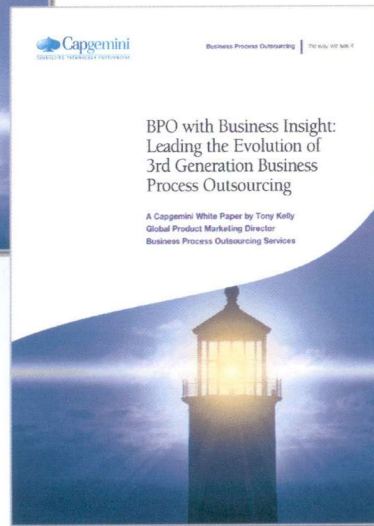
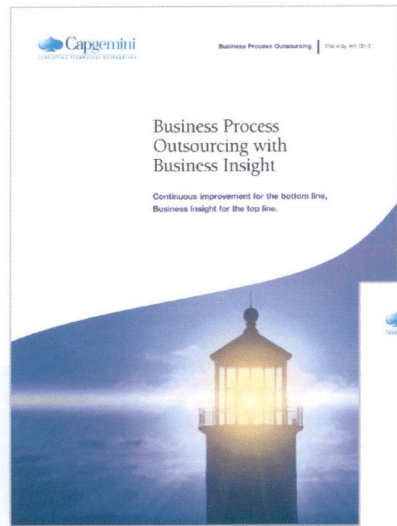


Launched BPO E-Marketing Demand Generation Campaign: Targeted to CFO's



Capgemini
CONSULTING TECHNOLOGY OUTSOURCING

Leading the way to Top Line Value

Business Process Outsourcing with Business Insight

Capgemini is leading the next generation of BPO services. By leveraging unique *Business Insight* processes together with leading business intelligence tools and methodologies to unlock hidden value within the BPO workflow. The result? Capgemini delivers all of the traditional benefits of improvement to your bottom line, but more importantly, also delivers percentage gains to your top line.

Capgemini BPO services provide keen insight into the best ways to transform your customer strategy, products, services, and processes for maximum value. What's more, our value-driven approach to BPO will help you overcome today's pressing challenges.

Driven by a BPO approach tailored to your unique needs, Capgemini solutions can provide *Business Insight* through our unique processes such as:

- Customer Experience Assessment
- Speech Analytics
- Concurrent Audit
- Revenue Recovery
- Ethical Fraud Testing
- Financial Hygiene
- Spend Intelligence

Lighting the Way to Business Value

See how Capgemini can extract the hidden value from BPO processes and deliver percentage gains to your top line through BPO with *Business Insight*. Learn more by visiting www.capgemini.com where you can download the latest information and client success stories.

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