

# Infosys BPO receives COPC-2000® CSP Standard Certification

Certification Recognizes Operational Excellence

**Bangalore, India - May 13, 2008:** Infosys BPO, the business process outsourcing subsidiary of Infosys Technologies, today announced that it has been awarded COPC-2000® CSP Standard Version 4.1 certification for selected client programs – in the telecom order entry and order validation processes. COPC-2000® CSP Standard is a performance management framework that is considered a valued strategy for implementing contact centre best practices that improve performance in customer satisfaction and service, inbound and outbound sales, service dispatch, collections, retention, remittance processing, fulfillment, and other service operations.

"Infosys BPO is delighted to receive this certification. It reiterates our commitment to excellence and recognizes our consistency in delivering the highest standards of performance on measures such as service, quality, revenue, cost and client satisfaction, and hence is truly the trusted business transformation partner," said Amitabh Chaudhry, CEO and MD, Infosys BPO Ltd.

"Infosys BPO is focused on its customers and using the COPC® 2000 CSP Standard delivers unparalleled customer driven results," said Alton Martin, CEO, COPC, Inc. "In a time when outsourcing has mixed connotations, Infosys BPO is truly at the forefront of its industry by placing its focus on delivering best-in-class results to their customers."

Dibyendu Das, Consulting Partner, QAI, the exclusive implementation partner for COPC Inc. in this region, says: "Infosys BPO is a great example of how a Customer Service Provider can leverage the globally acclaimed and de-facto standard for ITES-BPO operations – the COPC® Standard – for driving alignment of business goals with operational metrics, with a highly action-oriented and result-based approach. The executive management and operative staff of Infosys BPO must be complimented for their dedication and focus. The investment in human capital was demonstrated early in the project with extensive trainings and competency building programs right at the onset of the journey, with QAI's support.

"This investment paid off as Infosys BPO successfully attained certification to COPC-2000® CSP Standard Release 4.1, in one of the shortest spans (less than 12 months). This is indeed a testimony of how service providers in the non-voice back-office transaction environment are adopting the COPC® Standard to deliver high performance on a sustainable basis, and thus gain competitive edge in the marketplace."

The COPC - 2000® CSP Standard Version 4.1 focuses on consistent results at a program and their correlation with the satisfaction levels of various stakeholders who include endusers, clients or employees). It concurrently measures all customer-touch activities, providing a framework to identify and measure specific attributes required for sustained operational performance improvement. Experience has demonstrated that organizations that successfully implement the COPC ® Performance Management System can dramatically lower costs while maintaining or improving service quality as well as client and end-user satisfaction. The certification process is a holistic approach to high performance operations



and it requires management to run business by balancing service, quality and cost; setting high performance benchmark targets; monitoring results using objective data; continually improving in areas not meeting targets; consistently meeting client and internal performance requirements.

Given the focus on consistently high performance standards expected over a long period of time, the COPC-2000® CSP Standard Version 4.1 requires extensive preparation and assessment and is much sought after by the BPO industry. Infosys BPO partnered with QAI for this implementation journey.

## About Infosys BPO

Infosys BPO Ltd. (<u>www.infosys.com/bpo</u>), the business process outsourcing subsidiary of Infosys Technologies, was set up in April 2002. Today, it is ranked among the leading BPO companies in India by NASSCOM, Dataquest, the International Association of Outsourcing Professionals, Red Herring, FAO Today, NelsonHall, and others. Infosys BPO focuses on integrated end-to-end outsourcing and delivers transformational benefits to its clients through reduced costs, ongoing productivity improvements, and process reengineering. Infosys BPO operates in India, Czech Republic, China, Philippines, Poland, Bangkok, Mexico and employs approximately 16,295 people. It closed FY 2007 -08 with revenues of \$250.3 million.

#### About Infosys Technologies Ltd.

Infosys (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has over 80,000 employees in over 44 offices worldwide. Infosys is part of the NASDAQ-100 Index. For more information, visit www.infosys.com

## About COPC Inc.

Customer Operations Performance Center Inc. (COPC Inc.) is the world's leading authority on service-chain operations management, including performance improvement for buyers and providers of customer service, customer contact center and business process outsourcing operations. Since 1996, COPC Inc. has helped more than 1,000 organizations in 50 countries improve customer service by using the COPC® Family of Standards, the industry's first and most comprehensive set of performance management operating models for customer service operations. Today, it remains the only performance-driven and industry-governed global best practices model that simultaneously increases both customer satisfaction and profitability. For further information, please visit www.copc.com.



#### About QAI India Ltd.

QAI is a leading global consulting organization addressing 'Operational Excellence' in IT, BPO and Knowledge-intensive service organizations. QAI facilitates enhanced competitiveness through multi-faceted interventions leading to Business Improvement through Consulting, Training, People, Process &I Assessments, Benchmarking, Certification, Quality Outsourcing and e-Learning. QAI helps achieve Operational Excellence by doing a better job of Project Management, Quality Management, Process Management, Human Capital Management, Innovation Management, Service Management and others. QAI is currently servicing over 250 clients in over 30 countries. QAI works with majority of India's top ITES-BPO companies. It is the exclusive implementation partner of COPC Inc. in this region, and provides consulting, training and assessment services for COPC® Standards. For more information, visit www.gaiasia.com.

#### Infosys Technologies Ltd - Safe Harbor

Statements in connection with this release may include forward-looking statements within the meaning of US Securities laws intended to qualify for the "safe harbor" under the Private Securities Litigation Reform Act. These forward-looking statements are subject to risks and uncertainties including those described in our SEC filings available at www.sec.gov including our Annual Report on Form 20-F for the year ended March 31 2008 and other recent filings, and actual results may differ materially from those projected by forward-looking statements. We may make additional written and oral forward-looking statements but do not undertake and disclaim any obligation to update them.

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