



The Black Book of Outsourcing ranks Fractal Analytics as a leading player in its list for Top Ten KPO: Financial Services Industry Analytics"

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The most comprehensive publication on outsourcing, The Black Book of Outsourcing has ranked Fractal Analytics as a leading player in the 'Top Ten KPO list for Financial Services Industry Analytics'. The Black Book of Outsourcing has evaluated several analytics players in financial services industry and rated Fractal Analytics among the leading analytics players in the world. The Black Book of Outsourcing is highly endorsed by industry experts and has researched several companies providing analytics services for this study. Fractal's suite of analytics offerings for financial services companies includes solutions ranging from customer acquisition and retention to credit risk management and collection strategies.

The ranking for Top Ten KPO list for Financial Services Industry Analytics has been provided at the link:

<http://theblackbookofoutsourcing.com/vendors-kpo-financial-services-analytics-2008.htm>

About Fractal Analytics

Fractal Analytics is a leading provider of advanced analytics services and helps companies across the globe enhance profitability by powering their customer management efforts with scientific decision making. Fractal has deployed analytics to drive significant value for many Fortune 1000 companies in the areas of customer acquisition, retention, value enhancement, risk management and marketing optimization. Fractal caters to companies in financial services, insurance, retail, CPG and telecom industries. Fractal has global presence with offices in New Jersey, California, Mumbai, Singapore, New Delhi and Kolkata.