



Fractal Analytics ranks first in "The Black Book of Outsourcing List for Top Ten KPO: Retail and Consumer Goods"

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The most comprehensive publication on outsourcing, The Black Book of Outsourcing has ranked Fractal Analytics as first in the 'Top Ten KPO list for Retail and Consumer Goods'. Fractal's retail analytics credentials have been rated ahead of all leading KPOs after analyzing objective survey results on the retail analytics capabilities of 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 Analytics provides a suite of solutions specifically designed for retail industry through its retail analytics toolkit which help provide business insights in to complex business questions.

The ranking for Top Ten KPO list for Retail and Consumer Goods has been provided at the link: <http://theblackbookofoutsourcing.com/vendors-kpo-retail-consumer-goods-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 retail, CPG, financial services, insurance and telecom industries. Fractal has global presence with offices in New Jersey, California, Mumbai, Singapore, New Delhi and Kolkata.