



ISO 9001:2008 certified



We believe that every person with an eye for innovation and responsibility towards the society as an important stakeholder to our business. In this world of growing inter-dependency, transformation is not the realm of a single person or entity. While competition fosters innovation, there are certain areas of business that transcend competitive dynamics. These are the areas where collaboration is of utmost importance. With this as one of our guiding

business principles, we have taken a decision to put our best practices in the public domain for the benefit of our “innovative stakeholder”. The following case study is an attempt in that direction. We have made a small tradeoff by losing a bit by letting out some of our business secrets but contributing significantly to the business landscape through such gestures. Read on and enjoy! Enter the world of collaborative competition.

Case Study - Inbound telecom call center

Client

Headquartered in Hyderabad and having Global delivery centres located in North America & India, the Largest Third party Outsourced Customer Service Providers in India, serving domestic as well as international customers and part of India's most respected Corporate Group , providing voice and BPO solutions

Business Challenge

Call centre services are being provided by the client to domestic customers, in the telecom segment.

The domestic telecom call centre segment is a low priced, low margin segment with fierce competition among the various players, throwing up many challenges.

The major challenges arise due to

- High costs of operation
- High recruitment and training costs
- High attrition leading to increase in recruitment and training costs and negatively impacting performance on process parameters, leading to penalties

Our Solution

We proposed utilization of our GramIT BPO centre set up in a rural location for provision of call centre services, to handle inbound calls of the client's customer, a large telecom company.

The GramIT centre would work under the hub and spoke model, the hub being the client's main centre at Hyderabad.

The inbound calls of the customers would land on the switch at the client's main centre at Hyderabad. Through the IVR, the local language calls would be switched to the GramIT location using a dedicated leased line from the client's location to the GramIT location.

The agent attending the call would access CRM application, from the server at the client's location, in real time, using the same leased line. The call handling would be same as if the agent were handling it at the client's location. Additional investment in switch and software avoided.

Implementation

- Ramped up the Infrastructure to 150 seats and employees to 180.
- Started training in Aug 07
- Went live in Nov 07
- Initially transitioned 2 processes from the clients Hyderabad location to the GramIT location, with a buffer workforce maintained at the client location.

Characteristics and advantages of the GramIT Rural BPO centre

a. Resources

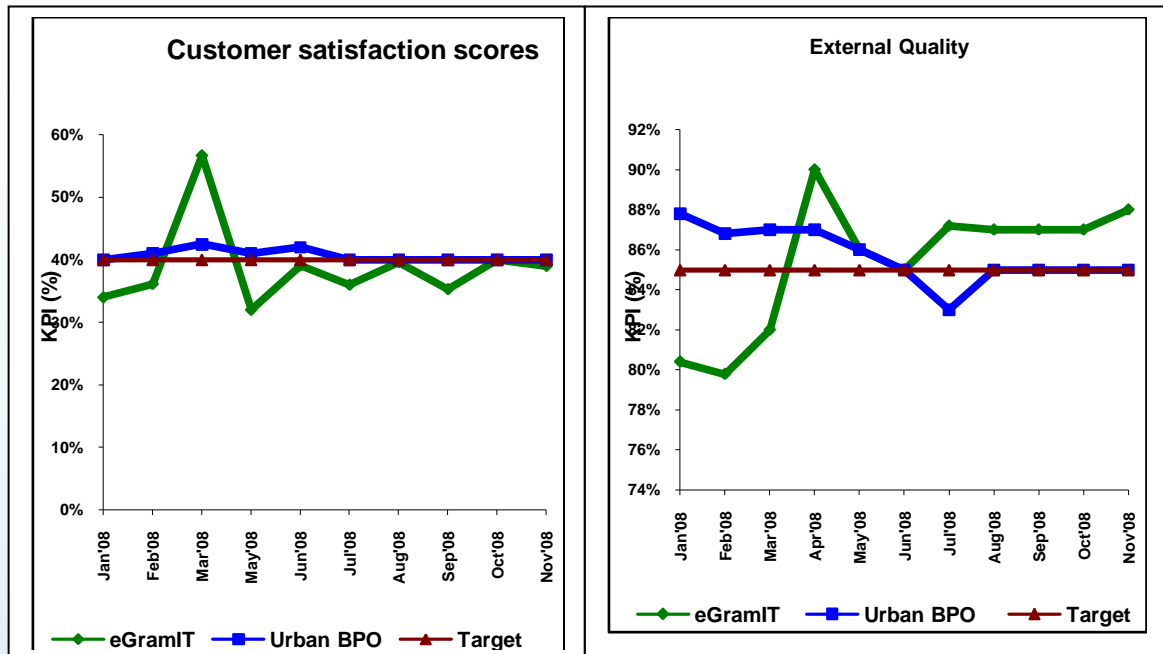
- Availability of vast talent pool
- Low cost
- Rural Graduates who can be made job ready by imparting training. Bilingual ability of the available resources
- Excellent work ethic and resistant to attrition

b. Availability of connectivity solutions and service providers

c. Availability of Power and Power back up solutions

Results

- Within 5 months of going live, GramIT achieved SLA levels that were equivalent or surpassed the SLA 's of the client centre



- All buffer workforce maintained at the client location at Hyderabad were completely removed for processes transitioned to the GramIT location
- Three additional processes transitioned to GramIT
- All local language processes of the client were transitioned to GramIT. i.e. 7 processes, both front end and back end services
- The GramIT ABU Process team won the best team award in competition with the three city units of the client for quality for the year 2008-2009



Benefits

- Cost benefit to the client in terms of direct reduction in operating costs, achieved due to GramIT's lower costs of salaries, rentals, running costs lower attrition etc.
- Indirect cost benefit to the client in terms of lower attrition levels, leading to better skilled more experienced agents delivering better quality performances.
- Being rural, quality of local language is superior.
- The basic rural culture enhances the empathy with the client's customer, combined with training, results in a better customer experience.
- Entire process managed by GramIT, hence lower requirement of management staff for the client.
- In addition to the generation of business value for the organization, the client also shares in the creation of lasting Social & Financial impact on rural communities

