



Communication Solutions Provider Brings Efficiency Advantage to Back-Office Functions

What the business sought

A leading European provider of voice, data, Internet and multimedia products to 18 million global retail consumers and small enterprises, sought to outsource their back-office functions. They wanted to leverage a scalable long-term services delivery model that could enhance customer experience and reduce the total cost of operations.

The Infosys solution

We instituted a helpdesk driven by over 300 trained personnel to provide email support to the client's retail customer base. Focusing beyond mere labor arbitrage by providing support from a low-cost location, our approach was tuned to achieve improved efficiency and overall quality of service.

Through a judicious combination of process automation and process re-engineering, we aimed to create an optimal solution to:

- Improve resource efficiency by eliminating manual tasks
- Reduce backlog of service requests
- Provide single point end-to-end accountability for the end-customer support process

The cross-cultural team was adequately trained to ensure that the cultural gaps were bridged. The integrity of the client's brand was maintained through the delivery of a unified and consistent customer experience.

Real business value delivered

We invested significantly in gaining in-depth understanding of the client's business. Our approach to quality was rigorous. Our relentless focus on business value tracking led to the creation of process innovation that in turn resulted in measurable improvements in operational efficiency metrics.

- We exceeded the client's productivity target and processed a 49% increase in transactions (over 6.6 million transactions) without a single increase in headcount
- This created an estimated savings of £3.6 million for the client
- The automation of processes resulted in a headcount reduction of over 22% (70 full time employees)
- The process reengineering resulted in savings of 270,000 man-hours of effort



For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

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