

Improving customer outcomes with an innovative CX platform through a single provider

A checklist for BPOs / ITES to unlock
an agile and flexible future with cloud



"The BPO sector globally has been a benefactor of the rapid digitalisation of industries. Enterprise demand is shifting from delivering services to managing outcomes through tighter integration of technology. The ability to adopt disruptive technologies in an agile manner is possible only with cloud-based infrastructure."

Manoj Menon,
Managing Director,
twimbit



Introduction



The Indian Business Process Outsourcing (BPO) landscape is transforming. The COVID-19 pandemic accelerated the need to digitalise and cutting-edge technologies such as AI enabled processes are emerging as game-changers. While the growth opportunities for Indian BPOs are abundant, it is clear that having a stable, agile and flexible infrastructure on the cloud is imperative for long-term innovation.

At the start of the pandemic, your BPO may have hastily migrated to the cloud. Now is a good time to reflect if these solutions are carrying your previous on-premise limitations – obstructing your growth.

Even though every company's journey is unique, this eBook walks you through the step-by-step process of cloud migration. Because if done right, you will be able to create the customer experience (CX) solution for the future.

Key imperatives for the Indian IT/ITeS BPO industry

#1 Prioritising digital engagement as a long-term strategy

While voice-centric business processes are still the main revenue for the Indian BPO industry, these traditional processes need to undergo digital transformation for your service to maintain relevancy in the international market. Indian BPOs should also invest in a platform that can easily innovate and integrate with up-and-coming engagement channels such as web chats, social media platforms and bots.

Over 71% of customers are now open to interacting with bots¹

¹ Customer contact week digital (2020). 8 CX design & strategy trends you need to know: Looking back on the 2019 contact center.



Key imperatives for the Indian IT/ITeS BPO industry

#2 Ensuring compliance, security and privacy

A primary concern for Indian BPOs is data localisation, specifically Personally Identifiable Information (PII) and call recordings. Ensuring that your customers' data is kept in-country and performing consistent system and vulnerability assessments can foster trust between you and your clients.

India experienced **4.5m**
cases of cyber attacks in July 2020²

² Business standard (2021). India becomes favourite destination for cyber criminals amid Covid -19



Key imperatives for the Indian IT/ITeS BPO industry

#3 Mastering Work from Anywhere

The Indian government has recently enabled flexible working solutions and it is pertinent that Indian BPOs are able to switch between on-premise to work-from-anywhere with ease. Relevant tools such as workforce collaboration are crucial in combating work silos and it allows agents to collaborate with relevant departments. These capabilities enable business continuity benefits and also increases agent satisfaction, talent retention, reduces cost to serve, boost employee morale and diversifies the workforce.

Only **40-50%** of Indian BPO employees are expecting to work on-premise by the end of 2021³

³ Business Line (2021). IT-BPO industry not in a hurry to call staff back to offices.



Key imperatives for the Indian IT/ITeS BPO industry

#4 Enhance employee engagement

Excellent customer experience is empowered by great employee experience. One of the biggest challenges for Indian BPOs is to recognise how to better support end-to-end employee journeys from onboarding to upskilling and self-assessments. This way, agents will have the capacity to provide empathetic and efficient service that exceeds customer expectations.

An average attrition rate of **13%** was recorded for the Information Technology Enabled Services (ITeS) industry between January and March 2021⁴

⁴ Times of India (2020). Cognizant attrition rises again, impacting revenue



Key imperatives for the Indian IT/ITeS BPO industry

#5 Leverage AI and use automation for personalisation and anticipating customer needs

Clients are switching to outcome-driven models. To deliver successful customer-centric outcomes, Indian BPOs need to consider technological innovations rooted in utilising artificial intelligence (AI). The technology can analyse an entire customer's journey, learn patterns, anticipate needs and provide personalised, contextualized service. It can also automate simpler processes, like answering frequently asked questions (FAQ) – freeing up agents to perform more complex tasks.

74% of companies across APAC are utilising AI enabled technologies like AI powered chatbots and voicebots⁵

⁵ Twimbit, Genesys. (2020). Asia-pacific customer experience transformation readiness index 2021.



Benefits of cloud



Scale with ease

Scale the number of agents during peak seasons without investing heavily in infrastructure. In uncertain times, ensure your BPO's business continuity and increase agent diversity by allowing agents to access the needed applications to serve clients from home or anywhere.



Optimise spending

Only pay for capabilities that your BPO requires without upfront investments in infrastructures. Opt for pay-as-you-go pricing models to further realise cost savings. Some cloud solutions offer BYOC (Bring Your Own Carrier), so you have the option of maintaining your existing carrier and realise additional cost reductions.



Innovate with the latest technological advancement

With cloud, you can select a platform with microservice architectures. This takes away the complexities of building and incorporating new solutions for your BPO from scratch, reliably addressing your customer's diverse needs.



Speed to market

With cloud, your BPO no longer needs to go through long phases of development, testing and integration to bring your clients the latest innovations. You can now swiftly procure new functionalities through 'click and enable' plugins. And this is how you stay ahead of the competition.

7-point checklist to ensure a successful cloud migration



1 Understand operation baselines and set business outcomes

- ✓ Perform an audit of your current BPO architecture to ensure all your stakeholders understand current system baselines
- ✓ Envision future business goals that you would like to achieve through this migration

2 Select a cloud solution that allows the most agility and flexibility

- ✓ **Core requirements**
 - Build with an Application Programming Interface (API) architecture for agile technology integration
 - Provides multiple telco options such as Bring Your Own Carrier (BYOC) that allows carrier switching whenever you want to switch to a telco provider of your choice
 - Ensure intuitive and easy to deploy web and mobile user interface with real-time and historical statistics
 - Has interaction recording functionalities for quality assurance purposes
- ✓ **Capabilities for enhancement and optimisation**
 - Supports a single view across diverse digital channels for a seamless customer, agent and business management experience
 - Ensure a seamless, effortless escalation path between voice and digital touchpoints
 - Able to support simple automation capabilities like chatbots and voicebots
 - Provides workforce management tools for agents that gamifies performance reward systems

7-point checklist to ensure a successful cloud migration



2
Select a cloud solution that allows the most agility and flexibility

- ✓ Solutions for differentiation and personalisation
 - Able to integrate AI to learn both agent and customer experience to provide personalisation, such as predictive routing capabilities and accurate workforce planning for differing seasons

3
Keep robust cloud security measures in mind

- ✓ Ensure end-to-end security across cloud infrastructure and applications so that your sites, data and traffic are not exposed to the public internet and potential external attacks
- ✓ Able to perform backup and disaster recovery
- ✓ Have access to certified cloud security experts with in-depth knowledge of cloud technologies

4
Meet compliance requirements

- ✓ Address data residency, in-country recording and storage requirements
- ✓ Adhere to in-country regulation requirements (PDPA, GDPR, cyber laws)
- ✓ Comply with industry-specific regulations

5
Set up a migration plan

- ✓ Select preferred deployment model of either a pure cloud solution (complete migration to the cloud) or a cloud service solution (adopting cloud services while maintaining certain on-premises infrastructures)
- ✓ Create a detailed migration strategy inclusive of your business case, estimated delivery times, pricing and a demo of selected cloud capabilities, remember to plan around peak seasons

7-point checklist to ensure a successful cloud migration



6 Migrate

- ✓ Run pilot migration
- ✓ Perform mini-migrations to ensure all essential core contact centre systems are migrated safely

7 Perform optimisation and ensure target outcomes are achieved

- ✓ Measure Key Performances Indicators (KPI) to track your goals during and after migration. You will understand where needs optimisation and make changes accordingly.

Genesys Cloud CX™ is compliant with the Indian government regulations for all interactions, local or international. Your Call Detail Record (CDR) data and call recordings are readily available and stored within the country, allowing you and your customers a peace of mind. New cloud capabilities are available in India from April 6, 2021, visit **Genesys** to find out more.

Leveraging an omnichannel platform for improved customer experience

Europe's leading distributor of electrical, electronic, mechanical components and health and safety products was struggling with its legacy solution. It aimed to unlock an omnichannel platform that simplifies business processes and integrates innovations easily for better customer experience.



Challenges

- Business operations are suffering from hard-to-use systems and lack of integrations between legacy platforms and applications
- Need to replace end-of-support telephony and contact centre platform
- Limited support from the existing provider to push innovation

Solutions

- Adopted the Unified Engagement Suite by Genesys and transitioned to a fully integrated voice and cloud customer interaction platform
- Integrated Microsoft Teams, Systems Applications and Products (SAP) Customer Relationship Management (CRM)
- Ensured omnichannel PCI compliancy and process automation
- Global production: 1,300 agent seats worldwide
- Implemented a Business Consulting approach

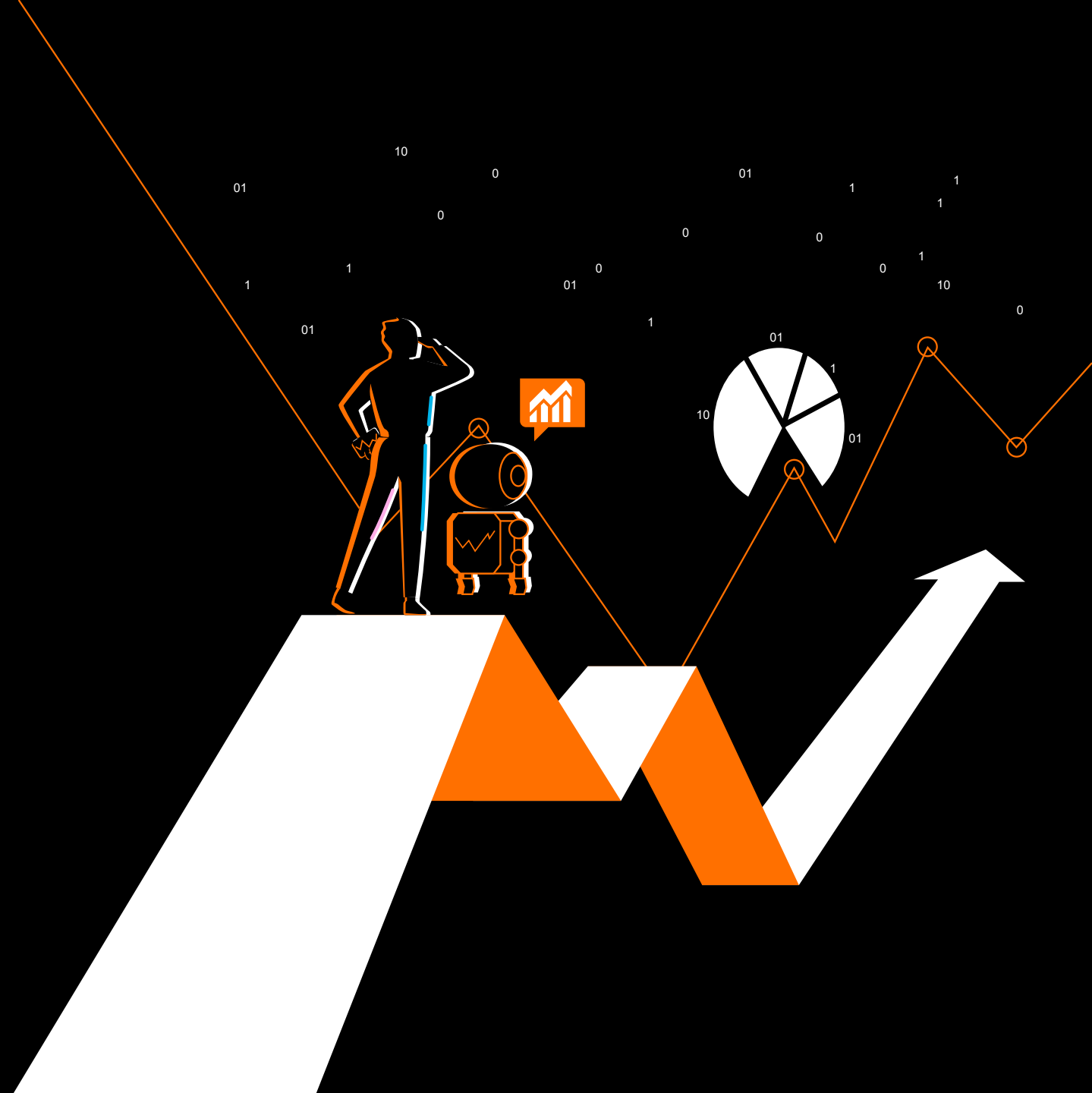
Benefits

- Enabled the creation of new services and maintained the company's position in a highly competitive marketplace
- Increased business agility, simplified business processes and achieved PCI Data Security Standard (DSS) regulatory compliance
- Ensured consistent experience of customers and partners through multiple engagement channels, telephony and online
- Unlocked remote working by upgrading the company's contact centre workplace capabilities

Why Orange and Genesys are your preferred CX deployment partner

A large-scale IT service provider and a global cloud leader in customer experience orchestration join forces to meet the needs for customer service.

For over two decades, Orange and Genesys have come together to help companies embrace and face customer experience challenges head-on. With a Global Platinum partnership, we are currently at the forefront of cloud contact centres and AI solutions.





Orange Business Services: A unique expertise - A global network-native digital services company

- 1 Global scale with local representation
- 2 Network provider and system integration specialist
- 3 Relentless focus on security, privacy and data governance
- 4 Deliver end-to-end digital value chain
- 5 Supported by global Tier 1 service management
- 6 Prioritise customer experience
- 7 Robust security
- 8 Unmatched call collection coverage
- 9 Multi-vendor approach
- 10 Global footprint with 24/7 support



Genesys is the global leader in cloud customer experience and contact center solutions

- 1 Built in the cloud, for the cloud
- 2 Natively built all in one omnichannel platform
- 3 Micro-services architecture with higher reliability, flexibility and better scalability
- 4 Open API seamlessly connecting data, systems and processes
- 5 Cloud security certified architecture
- 6 Flexible deployment models
- 7 Provides all solutions from WFM to employee engagement
- 8 Allow technology to work harder and smarter
- 9 Increased productivity and consistent employee experience
- 10 One solution for infrastructure and workforce optimisation

Summary

Your migration journey does not stop after your BPO is on the cloud. There will be constant discoveries, such as how much more streamlined your business processes have become with better customer experience. You will also find avenues that may not be working out as well and need optimisation. Note that migration is not just a project but a long-term relationship. So, choose a partner that will support you all the way.

Together, **Orange Business Services** and **Genesys** will ensure that you and your business can achieve better CX along with faster deployment times, enhanced security features, simplified infrastructure and significant savings in resources.

[Visit us now](#)

For a more tailored consultation on how Orange can help you transform your CX, get in touch with our team: marketing.india@orange.com

