

## Case Studies



### BPO SERVICE PROVIDER

#### The client

A part of the BPO captive industry, this client is a Global Processing Centre for business entities across the US, the UK and Australia. Its international operations are handled out of its two hubs in Mumbai and Chennai. It currently employs over 8,000 people and is one of the largest BPO players in the Indian market.

#### The need

To serve customers across the globe, this BPO provider has service level agreements with each of the entities it serves. Customer Satisfaction scores need to be maintained above a certain level to maintain the clientele. Given the large number of people that need to be hired and trained to provide this service, the client needs recruitment, training and on the job performance standards that are replicated for each process, at each hub.

#### What we did

Evolv understood the requirement for each process in Mumbai and Chennai from the service delivery point of view and acquires domain knowledge to customise the training in order to maximise learning in the time available. This translates into domain specific role-plays, frequently mispronounced words, cultural nuances and background as well as FAQs. Evolv has helped in devising assessments at the recruitment stage, the training stage and at the operational stage that map into the SLA requirements of various customers. Weekly reports track the progress of agents in training, and on-the-job and short burst training programs ensure a continuous gap fill between the actual performance and the desired benchmark.

#### How it helped

Evolv has a dedicated team addressing the BPO provider's continuously changing needs. This helps them to respond quickly to any issues raised by its clients. The recruitment tests ensure that resources are not wasted on unsuitable candidates. The domain knowledge brought into the pre-process training familiarises agents to concepts that they will learn during process training as well as sensitises them to situations and words that they will hear when on calls. Weekly assessments raise red flags even before the SLA metrics come in and the client can correct the course proactively.