



Case Study

Global Capability Center - Courtesy calls



Catalysts of Renaissance

Introduction

A UK based Solutions Design and Services Company was in touch with the severely stretched National Health Services (NHS), to address their problem of 'Patients not showing up' on pre-booked appointments. It directly costs the NHS £1 per patient for a written follow-up or up to £7 per patient for a Contact center based follow-up. A 'no-show' also costs an indirect resource loss of £50, rising to £100 for specialist hospitals. With resources already stretched, budget constraints and pressures of Waiting Lists, the NHS was interested in a cost effective yet efficient solution.

In another application the same company was talking to British Gas to automate its Bill payment follow-up calling process, which presently numbers 2-3 million per annum.



In yet another application of the same product based solution, the company was also proposing an innovative Automated response system for advertisers like Travel and 'Catalogue' companies. This flow-chart based response system generating Voice based data for customer follow-up.

The Requirement

In each of these applications though a majority of the work was to be handled by the machine interface, a lot of voice based client interaction, follow-up and Voice-to-Data transcription work was required to be done cost effectively and almost over night. The work requirement was from 20K transcriptions per day to 3 million Courtesy calls per annum only for BG.

The Company approached P.R. Glolinks to:

- Suggest what part of the solution could be taken up offshore to meet customers cost expectations.
- Help implement the Voice based follow-up system by making a Process Map, Identify likely Service Providers who would have the necessary bandwidth, skills, technology and financial willingness to undertake this project.
- Help find skilled cost-effective and efficient Service Providers to take up the Voice transcription work.

Implementation

P. R. Glolinks undertook the challenge of not just providing technology and implementation help but also closing the delivery side of the project.

PRGL has

- Created a Definition document
- Visited, evaluated and created a Short-list of likely ones.



- Created and signed Non- Disclosure agreements with them.
- Created and circulated evaluation questionnaires and got them filled in.
- Did Financial due diligence.
- Collected 'intelligence' on their strengths and weaknesses, the management, employee morale etc.
- Created and got Expressions of interests signed off.
- Done due diligence on the Service Providers.

P.R. Glolinks continues to work on this project and with the following phases to take it to success:

- SLA creation
- Service Provider selection
- Contract Negotiations

- Technology implementation
- Project Management
- Pilot run
- Monitoring the Service Providers services, payments and SLA management

About us

P.R.Glolinks is a global specialist consultancy, helping organizations design, develop and implement 'Right- Sourcing' strategies, with accumulated knowledge, in-depth acumen of business processes, comprehensive assessment of marketplace realities and intelligence of India.

Our unique Delivery model and pools of Functional Experts, Process Auditors, Technology specialists, Culture Managers and Quality Analysts catalyze the transformation to achieve **Sustained Excellence**.

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