

Customer focus leadership: Enhancing user experience

Benefits



Facilitate global expansion



- **78 countries across ~600 ODCs**
 - » Enable expansion to new geographies
 - » Facilitate global supply chain



Operational efficiencies



- Re-engineering of business processes – improving client productivity by **20-40%**
- Shortening cycle times due to automation



End-to-end services



- **100%** coverage of entire IT-BPM value chain across verticals
- Deeper strategic client relationships
- Delivery innovative cross industry solutions



Flexibility of delivery



- **6** delivery models to choose from – Onsite, offshore, hybrid, nearshore, hub & spoke, BOT (Build Operate Transfer)
- Multi-locational sourcing
- Third-party providers, GICs, joint ventures



Inculcate best practices



- Design and implement best practices across the world
- Enable compliance to international regulations

Impact

Case Study

Infosys: Broaden reach of NovaSom's sleep apnea diagnostic platform

Solution: Infosys upgraded MediTrack®, a cloud portal that brings together the ecosystem players; customised NovaSom's Salesforce.com platform, enabling fast and accurate diagnostics

Impact:

- **MediTrack® enabled real-time reporting**
- **94.7% CSAT (of 10,000 patients)**
- **32% reduction in insurance claims**
- **58% reduction in hospitalisation**

Case Study

Hughes Systique: Global telecom test & measurement instrumentation OEM

Challenge: Root cause analysis of stability issues in an existing product that impacted its usage and created a lack of interest for new product lines

Impact:

- **Product stability improved from 15 minutes to 60 hours after first release**
- **Customer rating for product got elevated from "non-usable" to "highly usable"**

Source: NASSCOM



The IT-BPM industry in India is today providing customers with end-to-end solutions, flexibility of processes and quality services; thus, enhancing its globally footprint.

The industry has also developed a good mix of onsite/nearshore/offshore processes that are seamlessly integrated with its global delivery model. Over and above cost competitiveness, the industry provides customers with innovation, revenue enhancement, increased productivity, risk management, etc. Another strength is the robust processes followed by the industry – project management skills, strong focus on processes, 24/7 business, global certifications.