

HCL BPO's solution helped the client rationalize 2000 business processes to 42 procedures

Case Study

The Client

The Client is a leading provider of long-term savings with innovative solutions for investments, pensions & protection.

Business Need

Procedure Documentation: There was a need to consolidate and group the standard operating procedures across the different business units to arrive at a standardized list, applicable across the organization.

Customer Interaction Management: The efficiency and effectiveness of process, applications and infrastructure used for customer interaction needed to be evaluated apart from designing and building a process application and infrastructure.

Data Cleansing: The Client is a conglomerate of companies operating in insurance and investment areas. The Client wanted to project a 'single' face by consolidating customers of these different entities. But he faced bottlenecks in such consolidation as although the records were closely related, they were not an exact match. Such records were highlighted in the Close Match report

HCL's Solution

Procedure Documentation: The operational procedures were documented and end-to-end service levels were provided. This covered all business and support functions within the organization.

Customer Interaction Management: HCL BPO's evaluation of the process application and infrastructure helped the client reduce cost of services and improved customer satisfaction.

Data Cleansing: HCL BPO cleansed the existing data in the Clients database by clearing outstanding items from the CMR (Close Match Report). HCL BPO investigated the support documents of each product / plan and identified the right document in order to update the database. This helped the Client in achieving the Single Customer View as the process enabled the system to generate a unique customer id.

Results

The documentation helped the client rationalize from over 2000 business processes to 700 processes and further grouping it into 42 procedures across all 7 companies and 6 geographies. It maximized data integrity and the Client achieved unique, accurate and synchronized customer data across all plans. This led to high performance and scalability. HCL BPO's solution led to both qualitative benefits like brand enhancement, improved MI data, improved conversion rates etc and quantitative benefits like efficiency savings.