

## A JindalX Case Study

# Why startups need to outsource?



Handling a wide and diverse customer base is extremely important for a growing startup. Customers who aren't dealt with adequately will switch to another brand and company.....

### Business Challenges

Legendary business consultant Peter Drucker says "Do what you do best and outsource the rest!" Early outsourcing helps start-ups get the benefits of specialization and reduces overhead cost by almost 60%.

### Addressed:

Although outsourcing gives start-ups a competitive edge, there are some major challenges faced by them in the initial phase:

- Lack of support for training and development of modules
- The tools for measuring quality are not aligned
- Workforce management and Schedules are not streamlined
- Reporting is very difficult and may not provide effective business insights



Only 10% of startups survive in business for a year. These 10% that ultimately survive have outsourced at least some of their functions to BPOs.



“ One major reason for Startups to perish is the lack of focus, according to studies; startups that outsource have saved up to 60% of their overhead costs. ”



## Our Solution

**Quality:** It is imperative to maintain the quality of service and meet the SLA requirements of the clients. When faced with the same challenge we have developed AQUA, a quality tool that enables instant feedback and effective quality improvement on all voice and back-office transactions

**Training:** The workforce needs to develop vocational and practical skills which are process specific. We facilitated this process by designing operation specific training modules which were aesthetically appealing and engaging, with the help of expert consultants. This Gamification led training lead to a major enhancement in throughput and sustainable knowledge for the resources.

**Workforce & Schedule management:** It's vital to have an efficient workforce management system for a startups, since understaffing can lead to major customer loss while overstaffing is a direct revenue leakage. At JindalX, we have a specialist WFM centre of excellence that accurately manages all staffing needs of our clients with optimum accuracy using innovative models

**Reporting:** One of the key challenges of any startup is to design, accurate and real-time functional reports that provide 360-degree view of the business operations. We provide our clients with BI led real-time dashboards that can give actionable insights leading to immense opportunities for improvements.

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## About JindalX

*JindalX is a leader in helping businesses drive their Customer Xperience by ensuring that we look at the processes in a completely different way. Our transformation levers are more focussed towards making the interactions faster, easier and effective. We at JindalX are equipped with the latest technologies in the business process management space ranging from Digital Tools, Software Development & Cutting Edge however easy to implement analytics. Our strongest pillar is the culture of innovation and Xcellence which is driven through our values and vision.*

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To talk more about your organization's needs, please contact:

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