

Workforce Management: Application & Impact Realization

Firstsource Solutions Limited Case Study

Executive Summary

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle - across Banking and Financial Services, Healthcare, Communications, Media and Technology, and Diversified industries. Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage. With an established presence in the US, the UK, India, and the Philippines, we act as a trusted growth partner for over 150 leading global brands, including several Fortune 500 and FTSE 100 companies.

Challenges

Hybrid Working

Competing priorities in a Hybrid scenario where staff need to manage daily production targets with workloads. Operations supervisors often struggle to understand the performance of their teams across the dimensions of availability, ability, variability, and engagement. Gaining such insights into work in the absence of an effective Workforce Management (WFM) solution can be difficult. Microsoft Excel trackers and traditional time-tracking

software cannot be scaled to fulfill the complex needs of operations managers.

Non-Voice Operations

Non-voice back-office tasks, such as data entry, claims processing, and account management, significantly impact customer satisfaction, cost control, and overall business performance. However, tracking and overseeing these activities can be challenging, particularly in a remote work environment where visibility and communication is often limited. That's where workforce management (WFM) non-voice back-office analytics can make a difference.

How ProHance Helped

- Identifying relevant operating model that allows for business to be accessed, delivered, and enabled anywhere.
- Leverage the power of analytics for data deep dive.
- Empowering businesses with digital solutions like customized PowerBI Dashboards.
- Solving issues with the right technology with embedded improvement methodology.



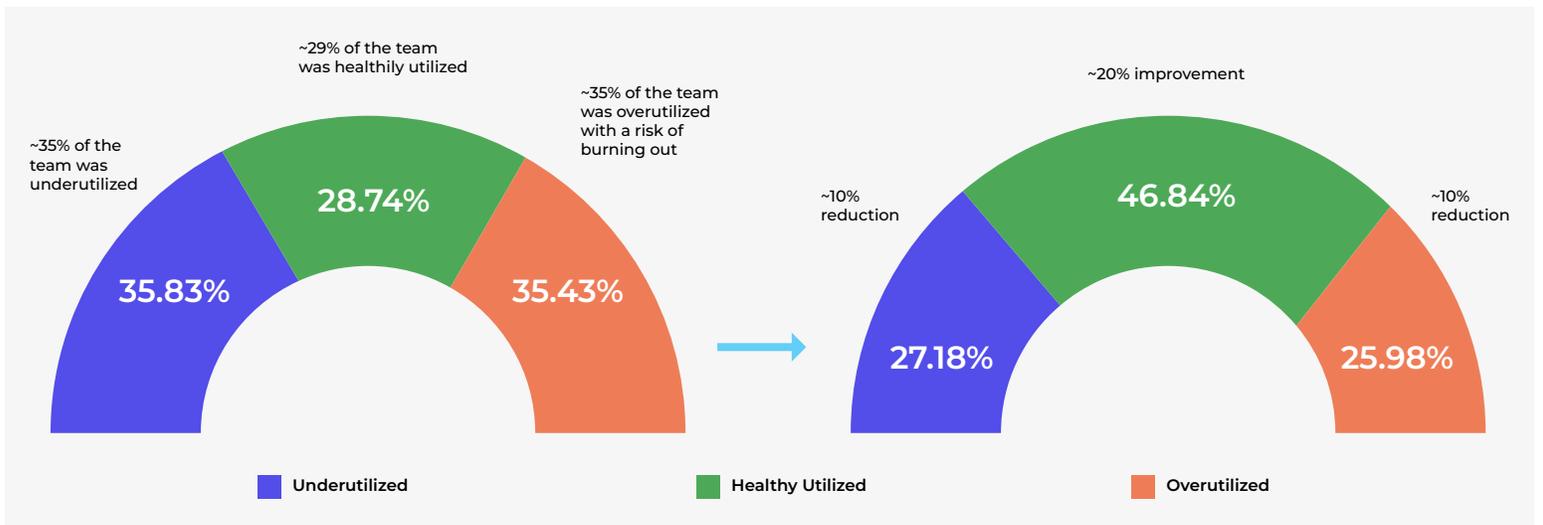
Use Case 1: Workload Improvement

Efforts to enhance workload balance for employees have yielded positive results, simultaneously contributing to an uplift in employee morale. Post 10 months of successful first use case deployment and governance, we observed a **significant improvement in the healthy time zone**, with a 10% improvement in employees performing optimally.

This substantial increase reflects a healthier and **more evenly distributed workload**. Moreover, our endeavors to

combat overutilization have also paid off, with a **notable 10% reduction in the overtime payout**. The 10% increase in Productive Time and a **40% reduction in time spent on non-core activities have reduced the cost of delivery**.

These improvements signify Firstsource's commitment to fostering a work environment that not only optimizes productivity but also prioritizes the well-being and job satisfaction of employees.

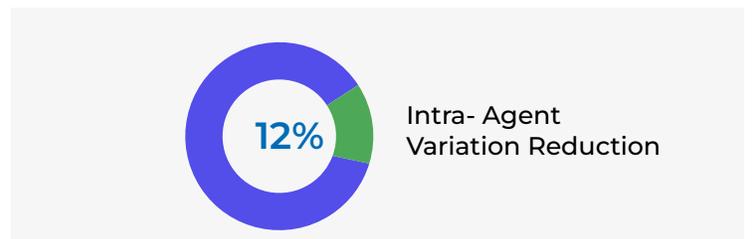


Use Case 2: Intra-Agent Variation Reduction

During the second use case deployments, we were able to customize targets basis work locations and processes to bifurcate the analysis, leading to higher visibility on intra-agent variations and marked improvement in workload distribution. Process witnessed a substantial 12% reduction in intra-agent variation in productive time within our system.

These insights gave better visibility to Operations into how

volume inflow and shift patterns affect time utilization. This helped to optimize Workflow allocation and minimize disparities in productive time of agents.



Use Case 3: Compliance Adherence

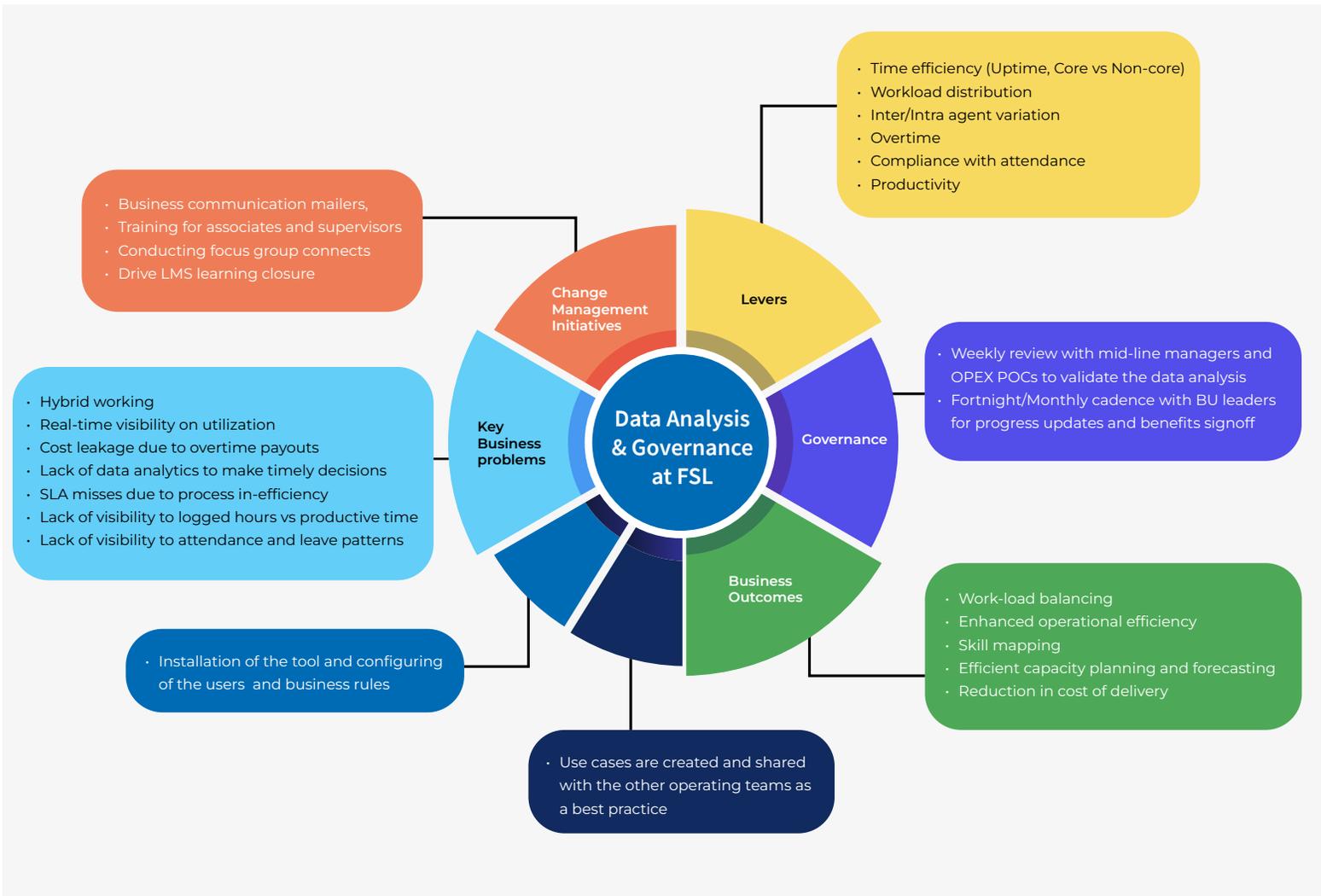
100% compliance to attendance was observed across (2% reduction in unaccounted absenteeism) . The reasons identified were mainly due to unplanned absenteeism and emergency or medical leaves, which employees were able to rectify in the system within the allowed timeframe.



Compliance to Attendance

Observations and Outcomes

- ProHance, serving as an Efficiency Management tool, was implemented within delivery teams to enhance engagement metrics and categorize hours and applications as either productive or non-productive. This deployment spanned various Lines of Business (LOBs) across multiple geographical locations.
- The FSL team leveraged comprehensive change management principles to encourage the adoption of this platform among a diverse user base.
- This adoption empowered delivery leaders and managers to make intelligent and SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) decisions in efficiently managing a dispersed workforce.



The Tool Has Proven Advantageous Across Various Organizational Levels

For Associates:

It offers **insights into their work patterns**, allowing them to assess and adjust their schedules and working styles for enhanced productivity.

For Managers:

It facilitates **improved capacity planning**, helping them optimize resource allocation.

For Leadership:

It offers **visibility into workforce engagement**, thereby ensuring that operational performance metrics are consistently achieved.

PROHANCE

ProHance is a comprehensive cloud-based enterprise workforce analytics solution that optimizes workforce performance and processes. ProHance's robust, intelligent analytics engine combined with its process automation capabilities drives measurable business outcomes, improves decision-making, enables continuous improvement and boost employee engagement. ProHance is used by leading Shared Services, BPO, KPO, and IT Services organizations across the globe.

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