

# A SUPPORTING PILLAR FOR THE SAND CASTLE

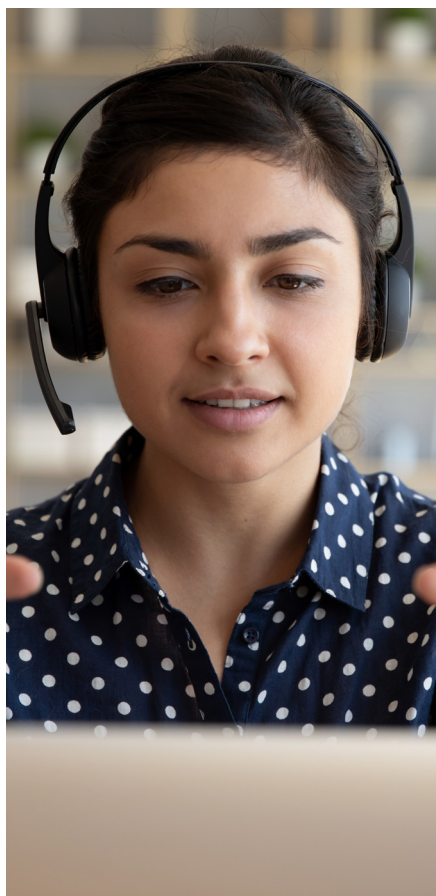
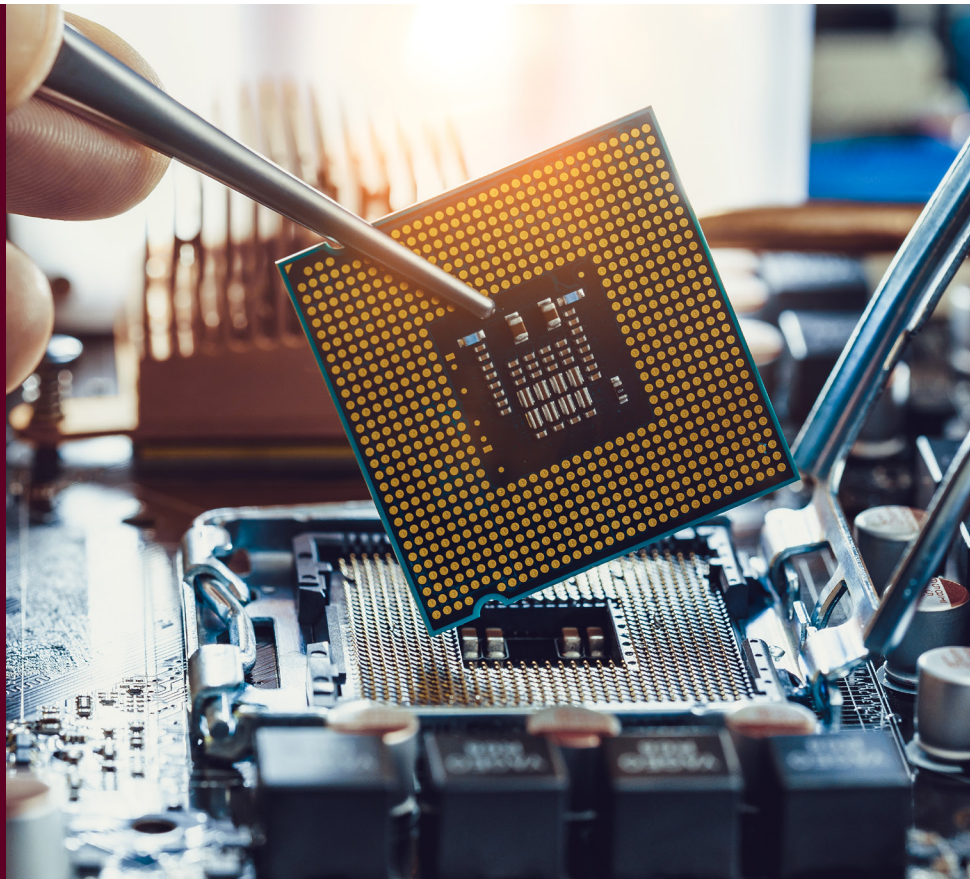
## Abstract

Infosys BPM is a global partner delivering outsourcing services across geographies in China and Philippines for a US-based semi-conductor manufacturing company.

At Infosys BPM China, the Customer Support Center (CSC) provides technical and non-technical customer service operations for global mass market consumers and direct customers, covering technology, engineering products, supply chain support, order management, shipment tracking, invoice, post sales quality report, etc.

## Growth Brings Challenges in the Industry

The semiconductor industry is one of the fastest-growing industries in the high-tech world. The business growth in this industry has been significant despite the challenges posed by COVID-19. To meet the rapid growth in customer service requirements, Infosys team has been expected to extend our services from mass market customers to direct customers rapidly and successfully.



## A Strategic Approach Emerges

Infosys BPM's team understood that the project needed a strategic approach, rather than a mere headcount increase. It needed support from leaders and various parties as well as trust and recognition of the client to make it a success. Here are the key activities that Infosys BPM performed to make the project a success.

- Approached it as a business transformation journey rather than simple headcount enhancement. It was a journey of exploration with support from leadership and various parties. With the client's trust and recognition, Infosys BPM made it a success.
- On-boarded 20 resources within 30 days during the COVID-19 pandemic amidst all the obstacles including city lockdown, transformation limit, and resource acquisition difficulties
- The Operations team worked closely with the internal engagements to relocate resources.
- The recruitment team successfully on-boarded and mobilized the resources
- Ensured smooth knowledge transfer without any escalation
- The knowledge management process was aligned and followed by engaging key members in the KT.
- Key members were allocated to new processes and to mentor new joiners. This ensured a noiseless knowledge transfer and smooth operation since the beginning.
- Increased sample size for new process for quality check which proactively prevented any external escalation.



## Transformative Benefits of the Solution

Infosys BPM's approach in transforming the client's global customer support center helped achieve the following key benefits.

**550%**  
ramp-up

Even during the pandemic, the customer support center managed to thrive and expand from 15 to 98, which is a 550% growth. This inspiring ramp-up was possible due to the robust business continuity planning (BCP) and strong leadership from the customer and Infosys BPM throughout the crisis.

**554%**  
billable headcount increase:

Billable headcount increased from 11 to 72 within 3 quarters in 2020.

**490%**  
increase in revenue

Revenue growth from \$44K to more than \$260k per month.

**100%**  
SLA compliance

This was ensured with continuous high customer satisfaction (CSAT) score of 93% over an SLA target of 90%.

### A Thrilled Client Speaks

*"Over the last 9 months we have accomplished a lot together. We are pleased with the progress team has made and so proud of the growth we have experienced.*

*Thank you for all of the hard work this year as we have been adding the direct order fulfillment process to our responsibilities. We know you are investing extra hours into our operation. Hiring, training, monitoring, and coaching new team members takes a lot of energy. We are growing together and accomplishing many great things at a very fast pace. During this year we have overcome many obstacles and challenges together. We appreciate your positive attitudes and prompt action to make adjustments.*

*You are building relationships with key leaders and groups inside of our company like customer operations, receivables and credits, quality, store and sales. We are not yet to our goals of consistency and accuracy, but we are making progress. Keep focus on building the right systems, process and habits for you and your team members.*

*Again, a sincere thank you. With your help, we will accomplish many great things in 2021."*

**– Global Customer Support Manager and Customer Operations Manager, the Client**



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