

Get more out of shared service centers



According to a recent research by Grant Thornton, two in five companies outsource worldwide or are planning to do so. For a majority of these companies, cost reduction is an important incentive to outsource operational services to a shared service center. However, the role of such centers will be more strategic in nature, says Vivek Sharma, Vice President and Head – Global Sales and Marketing, Infosys BPO.

"The tasks fulfilled from our shared service centers are becoming increasingly complex and more strategic in nature. We see that the industry and our customers are maturing. Companies are no longer satisfied with achieving the SLAs of their outsourcing partners. They are demanding improved process visibility, business metrics, and benchmarks as a part of the standard solution. So, we work based on desired business outcomes and become real business partners for our customers."

Sharma believes that this trend will continue into the future. A consequence of this evolution is that outsourced tasks are executed closer home more often. Moreover, tasks in future will become increasingly automatic. "Where it was often questioned whether a task could be outsourced a few years ago, it is now being asked whether the task should be done by a human or a computer. This does not mean that our centers will soon be filled up with robots. You have to think, particularly about the development of scripts and other software that analyze large amounts of data and processes," he says.

Data hub

The shared service center will take on the role of a data hub where large amounts of data flow through and are processed. The role of the outsourcing partner will become more proactive. "Where in the past you simply outsourced a task to an outsourcing partner, in the future, the outsourcing partner will put forth recommendations that help in increasing revenue and profit. These are great opportunities that need to be looked at in detail," agrees Sharma.

Infosys and Philips

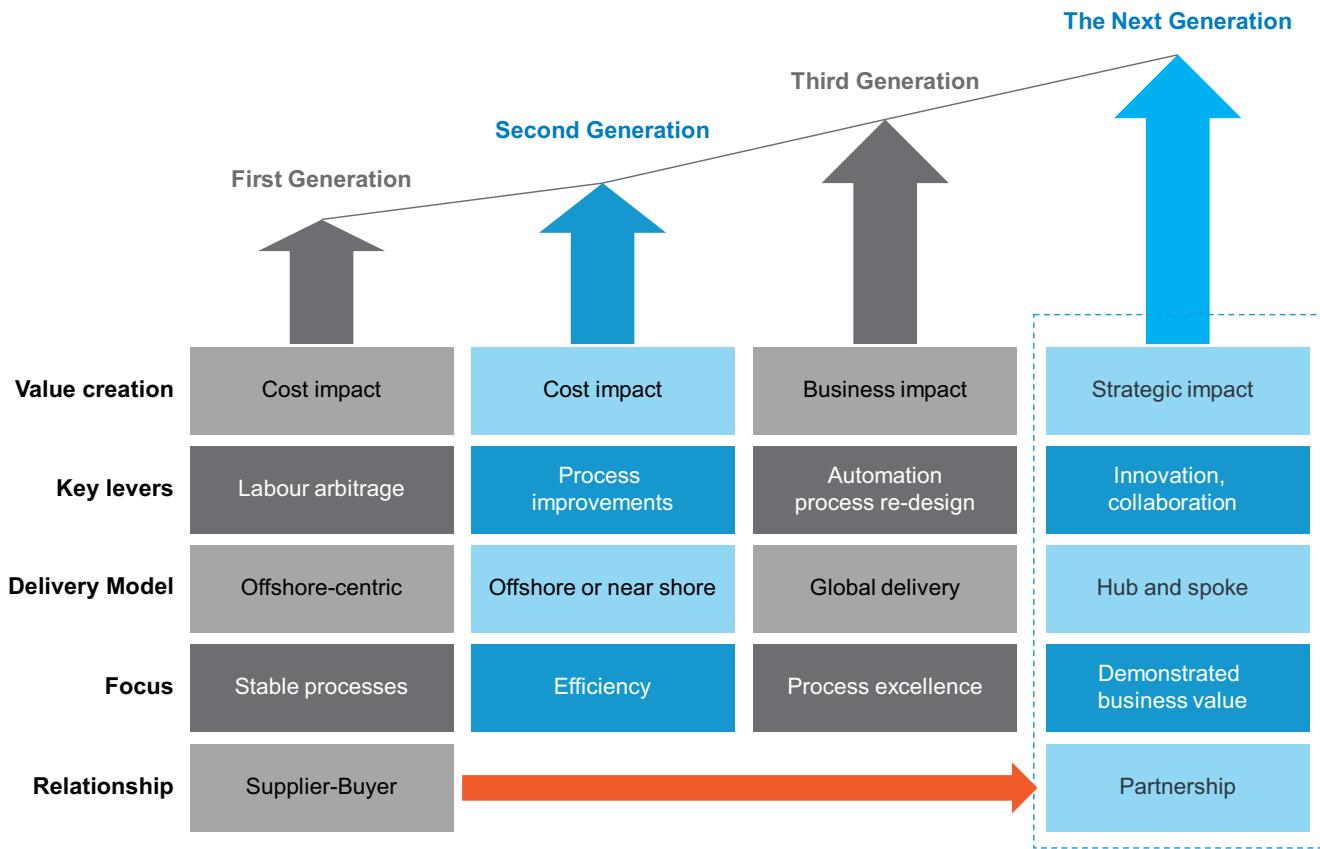
The work done for Philips is an apt example of how Infosys transformed from being an outsourcing vendor to a true business partner. In 2007, Philips selected Infosys to support processes in areas such as finance and accounting. In the years that followed, a joint innovation dashboard was set up and Infosys developed into a valuable strategic business partner for the Dutch company. This year, the cooperation between the two has been extended until 2019.

How this development worked and the challenges faced by both sides, were extensively discussed during a case presentation of Infosys and Philips, on CFO Day, June 5, 2014. The agreement between the two is best described as one of the first-generation engagements.

Over the years, Philips has standardized processes and has further rationalized its infrastructure with the help of Infosys. The two have now extended their relationship further into the direction of the third generation.

BPO Industry Evolution

We are journeying to the next generation of BPO model



Reference

www.cfo.nl/artikel/23626/haal-meer-uit-shared-service-centra

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