

OFFERINGS FOR THE POST COVID-19 ERA: CUSTOMER SERVICES



The 2019–2020 Covid-19 outbreak and its subsequent impact on the world economy has resulted in unprecedented challenges to businesses. These include shrinking revenues, widening fiscal deficits, contraction in global markets, reduced consumer demand, and so on. Some experts believe that the economic disruption caused by Covid-19 could far exceed that of the 2008 recession. This

crisis is an opportunity for businesses to reset their business models and deliver newer, resilient ones for the future.

While it's undeniable that every sector will be impacted, the severity of the impact will vary. For instance, banking and financial services and global shipping and tourism sectors will be highly impacted due to factors such as shifting

fiscal dynamics and fall in consumer footfalls. The impact will be moderate on media and oil and gas sectors and less on telecom and pharma sectors as the services delivered by them are considered as essential. Moody's has provided a Covid-19 impact heat map that identifies specific industries as highly exposed, moderately exposed, and minimally exposed to the pandemic.

Infosys BPM's Customer Services (CS) function offers solutions for businesses that operate in the high, moderate, and low

impact sectors. Our deep domain expertise, combined with years of widespread experience in customer services, enables

businesses in their end-to-end customer service processes and delivers results.

Let's examine the impact on customer service function and how Infosys BPM can mitigate the challenges arising from such a crisis.

Highly impacted sectors	Nature of impact
<ul style="list-style-type: none"> • Apparel • Automotive manufacturers • Automotive suppliers • Consumer durables • Gaming • Lodging/leisure/tourism • Passenger airlines • Retail (non-food) • Global shipping 	<ul style="list-style-type: none"> • Demand side — weakening to no demand. • Drop in retail footfalls in malls and others. • Movement of people from traditional channels to online channels of buying. • More order status and RMA calls. • More clients moving to online channels, with increasing need for self-service. • Call centre capacity management as WFH is not enabled by many clients.

Source: Moody's

What Infosys BPM Can Do?

Infosys BPM can mitigate the risks and overall impact in highly impacted sectors with the following pan-industry solutions:

- Future-ready resources to tackle difficult situations — hiring, training, and working online completely.
- Augment our WFH model to quickly provide capacity based on client needs.
- Provide various self-service options.
- RPA lead automation/elimination of online services and smart operations through RPA-enabled chat/voice bots.
- Analytics-lead insights for all customers — primarily online customers, but this service can augment the current traditional channels too.
- Customised and flexible hybrid operating models suitable for different industry and customer segments.



Moderately impacted sectors	Nature of impact
<ul style="list-style-type: none"> • Beverages • Chemicals • Manufacturing • Media • Metals and mining • Oil and gas/oilfield services • Property developers (China) • Agriculture • Services companies • Steel producers • Technology and hardware 	<ul style="list-style-type: none"> • Change in labour work hours and more variable shifts. • Increase in demand for remote support. • Space utilisation to move from fixed to variable/rental/on-demand basis. • Media content generation to be crowdsourced.

Source: Moody's

What Infosys BPM Can Do?

Infosys BPM can mitigate the risks and overall impact in moderately impacted sectors with the following pan-industry solutions:

- Future-ready resources to tackle difficult situations — hiring, training, and working online completely.
- Augment our WFH model to quickly provide capacity based on client needs, ensuring required coverage and service language needs.
- Provide various self-service options through automated bots and digital channels.
- RPA lead automation/elimination of online services.
- Analytics lead insights for all customers — primarily online customers, but this service can augment the current traditional channels too.
- Flexible and temporary operations model to support business needs.



Minimally impacted sectors	Nature of impact
<ul style="list-style-type: none"> • Construction material • Defence • Equipment & transportation • Rental • Packaging • Pharmaceuticals • Publishing • Real estate • Food/food retail • Telecom • Waste management 	<ul style="list-style-type: none"> • Keeping SG&A margins in check • Periodic surge in demand. Availability of support functions at short notice to service such demands. • Shifting mode of delivery from in-person to remote for groceries, consumables, etc.

Source: Moody's

What Infosys BPM Can Do?

Infosys BPM can mitigate the risks and overall impact in minimally impacted sectors with the following pan-industry solutions:

- Future-ready resources to tackle difficult situations — hiring, training, and working online completely.
- Augment our WFH model to quickly provide capacity based on client needs.
- Provide various self-service options.
- RPA lead automation/elimination of online services.
- Analytics lead insights for all customers — primarily online customers, but this service can augment the current traditional channels too.
- Flexible and temporary operations model to support business needs.

Conclusion

The extent of the economic losses caused by Covid-19 pandemic is yet to be fully understood. Businesses across several sectors are staring at losses and revenue depletion and hope to kick-start their operations once the pandemic subsides. Infosys BPM is committed to aid global businesses in such challenging times and to enable them in emerging successfully. We have held on to our values of customer centricity through many years of impactful client engagements.



If you wish to learn about how we can make a difference in your business, please reach out to us at InfosysBPM@infosys.com.

For more information, contact infosysbpm@infosys.com

Infosys[®]
Navigate your next

© 2020 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

Infosysbpm.com

Stay Connected   