



Achieving competitive advantage through process optimization and transformed digital journeys

Consulting service and solutions that deliver business value



Helping improve customer experience and increase competitive advantage

Over time, inefficiencies creep into organizations, directly impacting profitability and customer experience.

Although many companies are aware of the impact of inefficiencies, many struggle to fix the problems. At Firstsource, we help organizations overcome these challenges across a range of industry sectors. With decades of deep, cross-industry experience, Firstsource has a proven track record of optimizing processes and operating models to improve customer experience and increase competitive advantage.

A consulting approach that delivers measurable results

Our experienced consultants work collaboratively, challenging you to think differently in order to transform the journeys of your customers. We provide a comprehensive suite of solutions focused on cost optimization, revenue growth, customer experience improvement and pride ourselves on intelligently pre-empting the challenges clients face. Our framework is underpinned by proprietary products and technologies such as analytics, webchat and automation.

Proof of a clear return on investment is the highlight of a successful business transformation project. Our range of consulting solutions are designed to drive great customer experience, boost revenues, optimize costs, improve flexibility, manage risk and also comply with regulatory requirements.

Using the power of technology to drive business transformation

We leverage technologies such as analytics, robotic process automation and digital transformation tools to help clients achieve measurable business outcomes. Using process re-engineering and automation-driven technology helps create more cost-efficient, streamlined, compliant and simplified processes. It allows your team to prioritize higher value activity to drive customer experience rather than being focused on simple transactions.

Our automation solution transforms the way customer service associates engage with customers by providing a simple, user-friendly interface and intuitive processes. We also use artificial intelligence and machine learning technologies to read semi-structured and unstructured data. By automating from behind the scenes, associates are able to focus their attention on delivering the best possible experience to customers.



Using analytics insights to implement solutions that solve complex business problems

We use our analytics solutions to uncover actionable insights that we then implement for clients delivering visible business outcomes. Our analytics solutions range from business intelligence and reporting, marketing analytics, CRM analytics, human capital analytics, to artificial intelligence.

Customer-focused organizations understand the importance of data flow in their systems. By first identifying the issues and then applying the solutions, our clients can be assured of improved revenues, enhanced customer loyalty, greater operational efficiency and better regulatory compliance.

It is crucial to harness this data flow and recognize how it can help drive changes in internal operations and marketing efforts. The data can also enhance and aid business strategies and channel energies towards simpler and more effective modes of deployment of organizational efforts.

Using omnichannel to provide a single customer journey

Today, consumer expectations are undergoing a seismic shift and successfully deploying an omni-channel engagement strategy helps engage and manage customers across multiple channels within a single journey.

Our customer engagement platform, firstCustomer Intelligence (FCI), taps into customer sentiment, emotion and behavior and uses intelligence to gain insights into customer behavioral patterns. By using FCI, organizations can improve efficiencies within customer communication channels and analyze customer experience.

It allows businesses to formulate more effective web strategies, measure customer effort across processes and determine the root cause of customer dissatisfaction. These insights can reduce cost to serve and customer effort, while increasing revenues and supporting omni-channel deployment.

Success Story

Challenge

A leading UK retail bank needed support to transform their invoice finance operations and simultaneously improve their legacy IT systems. The bank wanted a solution that would deliver cost savings and harness automation technology to support business growth

Solution

Our consulting team worked with them to create a new operating model to help the bank achieve its goals by improving existing processes and turnaround time. In addition, site rationalization and process re-engineering reduced the operational risk, while the implementation of next generation automation technology and process re-engineering increased efficiency and reduced service response times.

Results delivered

Firstsource streamlined 71 processes using automation and workflow solutions that helped reduce costs by £3.5 million per year, a 25% saving to the bank, with no disruption to customers.





Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other 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 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

For more information, please visit www.firstsource.com