

Case Study

Firstsource saved \$25,000 per annum by improving operational efficiency through ProHance



Executive Summary

Firstsource is a global BPM company trusted by leading brands in the Banking, Financial Services, Insurance, Healthcare, Telecommunications and Media industries. Firstsource workflow management team is responsible for employee governance, identifying areas of performance gaps and driving measures internally to maximize efficiency and productivity. ProHance was chosen for one of the healthcare process in Firstsource to get visibility on key parameters like productivity, utilization and schedule compliances.

With ProHance, Firstsource was able to achieve the following results:

- › \$25,000 saving per annum
- › Improved schedule compliances
- › Improved productivity and reduced time leakages

Background

A global BPM company, Firstsource, is trusted by 100+ leading brands in India, Philippines, the UK and the US across Banking, Financial Services, Insurance, Healthcare, Telecommunications and Media sectors.

Firstsource Healthcare division provides both payer and provider solutions to their customers across the globe. This case study will focus on how ProHance drove productivity improvements for one of their healthcare processes.

Challenges

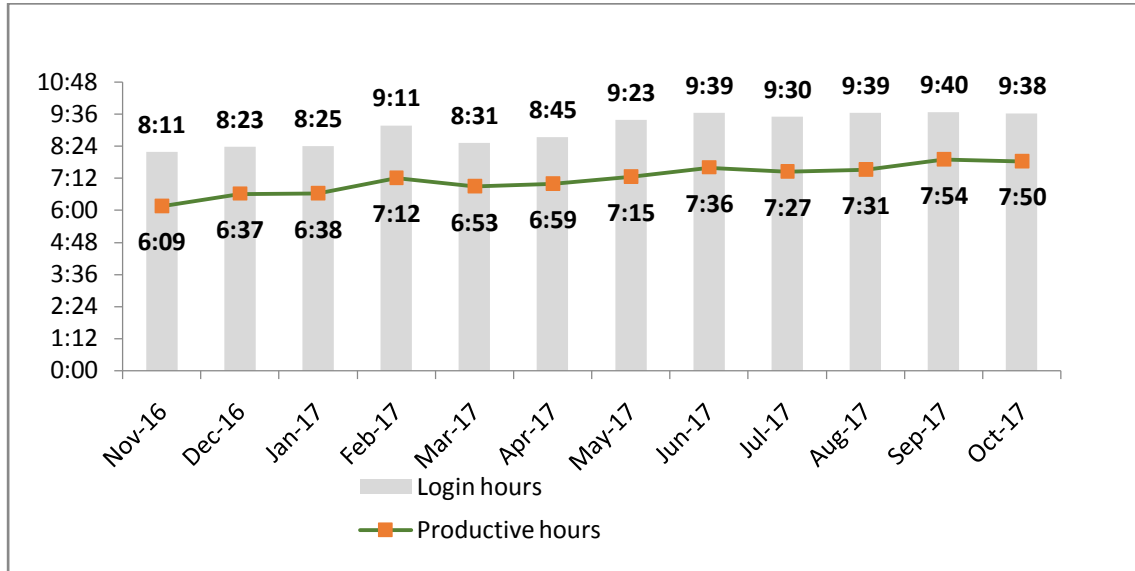
The workflow management team in Firstsource is responsible for understanding current gaps in employee performance levels, identifying opportunities for improvement and driving these through the operational teams to achieve the required level of performance. For one of the healthcare processes, the workflow team was facing the following challenges

- Difficulty in understanding employee utilization for non workflow based activities.
- Lack of insights into employee productivity.
- No objective data on time leakages to understand time spent on non productive activities.

ProHance Solution

ProHance was deployed across 165 users for one of the Firstsource healthcare process to help understand the following performance indicators – logged hours, productive hours, non productive hours and agent utilization.

- The data from ProHance helped the workflow management team understand the root cause for project TAT non compliance, and devise mechanisms to improve this.
- Detailed analysis on top and bottom performing agents helped them gain visibility on work utilization patterns and skill improvement areas.



- Monthly governance meetings with the management were conducted to highlight opportunities for improvement and decide performance level criteria.
- The workflow team would work closely with the supervisors to decide the tasks which would then be driven internally to meet the set performance levels. This would be monitored on a weekly basis and necessary course corrections taken for any gaps

Results

By using ProHance, Firstsource was able to save \$25,000 per annum through improved schedule compliances and real time work management of its employees.

- › Employee productivity improved by 27%
- › 17% improvement in Logged time.

“Firstsource is committed on delivering exceptional customer experience and delight. In our endeavor to drive operational excellence and innovation, we have selected ProHance’s analytics for our various processes across geographies. They have helped us streamline specific process areas, by providing valuable insights into the teams work styles and patterns. Within a short span of time, we see a considerable improvement across our productivity parameters.”

Manish Saxena – VP, Workflow Management, Firstsource Solutions

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 drive measurable business outcomes, improve decision making, enable continuous improvement and boost employee engagement. ProHance is used by leading Shared Services, BPO, KPO, and IT Services organizations across the globe.

INDIA Office
 #731, 2nd Floor, 3rd Block, Koramangala, Bangalore, 560 034
www.prohance.net
products@jamochoatech.com
 +91 80 41467330