

Run Seamless Voice Operations with [24]7.ai India

The purpose of this Executive Summary is to position India as the most recommendable offshore destination for your voice operations - beyond the “cost-effective” benefits. Socio-economic factors, education skillset and multilingual talent, limited and manageable inflation levels, advanced technology, and innovative concepts in offering tech-enabled BPO services.



Why India

India is considered an ideal offshore delivery location to manage voice operations because of various reasons, such as

- Preferred cost-effective offshoring option offering 70% on staffing costs
- Availability of a large, highly-skilled, and educated workforce, with niche technical skill sets. Second Largest English-speaking country with 125 million English speakers
- According to the Annual Unified District Information System for Education Plus (UDISE+) report 2021, about 70 million students study in English as a medium of instruction
- 65 Lakh Graduates pass out every year with 15 lakh Engineers with technical knowledge and niche skills
- Multi-lingual hub with French and German incorporated in school and college education with low costs comparatively
- Huge enterprise push increasing knowledge-based and vertical-specific demand processes in the BPO / ITES space
- In 2020, India ranked as the leading BPO of choice among roughly 50 different offshore CX delivery points
- The competitive landscape of the country is fragmented among major market players with 40% of the overall market with voice support and the rest of it distributed across non-voice and back-office support in 35 different languages

Why [24]7.ai in India

We leverage our 23 years of multi-vertical industry experience to operationalize and customize our comprehensive Agent Services solutions. [24]7.ai, India offers unique value that differentiates from the competition in the market right strategic partner for our clients in addition to the low-cost offshore benefits with its global and centralized approach that blends global quality standards with localized talent.

Our presence in India: [24]7.ai has delivery centers in Bangalore, Hyderabad, and Shillong. We continue to explore similar untapped talent markets across the globe to provide the right balance between talent sourcing and cost of service. Our approach is designed as a solution to handle labor market saturation and socio-economic inflation - create a sourcing and delivery framework in emerging markets that allows our clients to de-risk delivery framework against socio-economic drivers.

The key differentiators [24]7.ai India offers for its voice operations are

- **Tri-Modelled Agent service offerings** that offer flexibility, quality, and service excellence:
 - **Traditional Agent Services Model:** Agent-delivered customer service that is managed and measured as per industry benchmarking standards and procedures
 - **Tech-enabled Contact Center Ecosystem Model:** Involves a mix of technology, analytics, and AI to supercharge our agents to handle complex customer queries, thus raising the bar of Agent Experience to maintain quality of service standards. With our unique blending of AI+HI, we reduce customer and agent effort and drive Digital CX innovation in Voice, Chat & Messaging operations, powered by 118 patents in the technological field.
 - **Managed Services Model:** We deploy a team of skilled experts to manage the support model at an enterprise level
- **ACE Global Delivery Framework** is a matured and agile operating model that cuts across geo-boundaries to deliver multilingual support leveraging talent within verticals across the organization complimenting best-in-class leadership development framework. Our Center of Excellence Modelling operationalizes new delivery frameworks, evolving and establishing industry-best KPIs to centralize industry-wise subject matter expertise that delivers desired business outcomes. The key components of our ACE(Accelerating Consistent Experience) framework are:
 - **Right-fit Recruitment:** An automated and proctored experience that best matches unique candidate skills to every client's dynamic requirement.
 - **New Age Digital Training:** An all-inclusive learning curve to elevate competence as per the specific needs of the client as well as the candidate. Enablers such as the 3+7 Framework with Emotional intelligence included in the modules, cultural alignment, and industry knowledge
 - **High-Tech Performance Management:** A galvanizing growth agenda at the individual and company level via optimized operational opportunities.
 - **Continued Employment Strategies:** An action-based approach to keep employees motivated and satisfied to both attract and sustain top talent.
 - **Innovative Employee Welfare Programs:** A set of interactions and appreciation to boost morale and stay connected.
 - **Organizational Development:** A centralized yet customized coaching platform to transform learners into leaders.
- **The Customer Experience Ecosystem** incentivizes delivery beyond metrics, encompassing improvements across the customer lifecycle and agent experience. Using methodologies such as value stream mapping, data analytics, process re-engineering, and risk & compliance, we drive the right behaviors through controls, mitigation, and improvements.

- **Our Data Analytics Framework and Business Intelligence Expertise** enable us to stay on top of the leading KPIs. Analysis insights are merged into already existing performance management initiatives on the ground. QA and Training teams utilize these findings to fine-tune agent performances with custom-made improvement plans.
- **Technology & Innovative Accent Agnostic Voice Solution:** As a part of our technology innovations and in collaborations with Sanas, [24]7.ai is in the Beta phase with an accent-neutral and geo-agnostic voice solution for our clients from our India sites. With this, we empower frontline agents across geos to communicate confidently in their voice, irrespective of the caller's destination. It allows us to design and deploy a customized solution for our clients with a simple, secure and compatible interface to provide a seamless experience. Our recommended solutions optimize communication quality beyond conversations and help improve CSAT, Resolution, and AHT.
- We are **PCI-compliant** and use our AI infrastructure to maintain security standards. Below are the key highlights:
 - [24]7.ai is certified on PCI DSS 3.2.1 scoped for both WFH and WFO setup. WFH security controls were reviewed by the QSA during the recent PCI DSS Certification.
 - Information Security in line with industry standards [PCI, NIST & ISO] which includes but is not limited to endpoints, applications, server, and network security.
 - In addition to PCI DSS requirements compliance, we are certified on ISO 27001:2013 and compliant with SOC 2 TYPE 2 [5 trust principles].
 - [24]7.ai has implemented industry standards on information security which include but are not limited to endpoints, applications, servers, and network security.
 - Endpoints are connected via VPN [Multifactor], restrictions are implemented for URLs, applications, emails, and save access, and systems are hardened in line with internal standards. DLP controls are implemented along with real-time patching, log management, and remote desktop wiping.

[24]7.ai Achievements with Voice Programs

#1 VENDOR

on Sales Conversion, NPS score, and Revenue per contact

We have **5 LARGE** programs for voice operations in India

First-ever site to achieve **POSITIVE NPS** on Care LOB

HIGHEST NPS STAR RATING

of 4.33 for Sales & 3.39 for Care

OUTPERFORMING

competition across all Sales Metrics

BEST SITE

in terms of Add-On Sales – Gift Card Promotion

114% NPS

Attainment over rolling 12 months for a leading fortune BFSI Client

100%

ACHIEVEMENT in KPIs

Fast Facts:

Awards

2022 - CCW Winner
BPO of the Year

2022 - HR Distinction Awards
Most Innovative Leadership Award

2022 - Future of L&D Summit
Best Leadership Development Strategy

2022 - People Matters
Best Leadership in Transformation

2021 & 2022 - ET Business
Excellence Quality Assurance Leader
IT / ITES sector

Case Study

A leading American Multinational Retailer outsourced its Voice Customer Support to [24]7.ai India, and leveraged [24]7.ai's Emotional Intelligence Training Curricula, Customized Organizational Development program, and Agent Performance Management tool to deliver amazing results:

LEVEL 1 TECH SUPPORT (2020)	CARE VOICE (2020)	SALES VOICE (2021)
Employee Retention by fiscal year is 93.2%	Employee Retention by fiscal year is 94.7%	Employee Retention by fiscal year is 96%
Ranked #1 consecutively for 17 out of 20 months with an average differentiator of +500 BPS	Ranked #1 for 6 out of 8 months with an average differentiator of +1100 Bps	No. 1 Vendor/ Only Vendor
NPS Improvement of 42% within first 2 quarters and Critical Metric Achievement in fiscal year is 78%	NPS Improvement of 268% within first 2 quarters and Critical Metric Achievement in fiscal year is 74%	Critical Metric Achievement in fiscal year is 73%



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About [24]7.ai

[24]7 Agent Services, ranked #1 BPO by Global Fortune 500 clients for 22+ years with an unrivaled 90% success rate for the Best Vendor Ranking, offers diverse, thoroughly vetted, highly-skilled agents for every channel - who align with the brand's DNA. Lowering cost-per-interaction while boosting customer satisfaction, we outperform the client's best site by 10% with the best of technology, training, and analytics. We enhance customer experience through agent experience by equipping agents with AI to deepen engagement, accelerate accurate resolutions, and reduce average-handle-time. We empower our agents to become brand ambassadors that promote brand loyalty and excellence, thus building trust, upholding brand reputation, and revolutionizing strategies.

For more information visit: www.247.ai