



Major Media, Entertainment Content Provider Enhanced their Back-Office for Seamless Financial and Operational Advantages

CASE STUDY



OVERVIEW

In the world of travel and connectivity, transformation is the only constant for the progressive growth. The Mobility market is experiencing a massive demand for enhanced connectivity and the latest entertainment content for the diverse customer base. The industry needs smoother back-office activities to create wholesome front-end customer experiences. Improper management of these functions can have a notable effect on both the company's operations and profitability.

By partnering with our dedicated Business Process Outsourcing (BPO) team, a leading Connectivity and Entertainment Service Provider was able to reduce costs, regain focus on the core competencies, and benefit from streamlined financial, operational, and strategic processes.

This case study discusses how Circulus successfully outsourced Back-Office (BO) operations for this Service Provider, resulting in significant cost savings for the global organization during the transition from a Work from Home (WFH) environment to Returning Back to the Office.

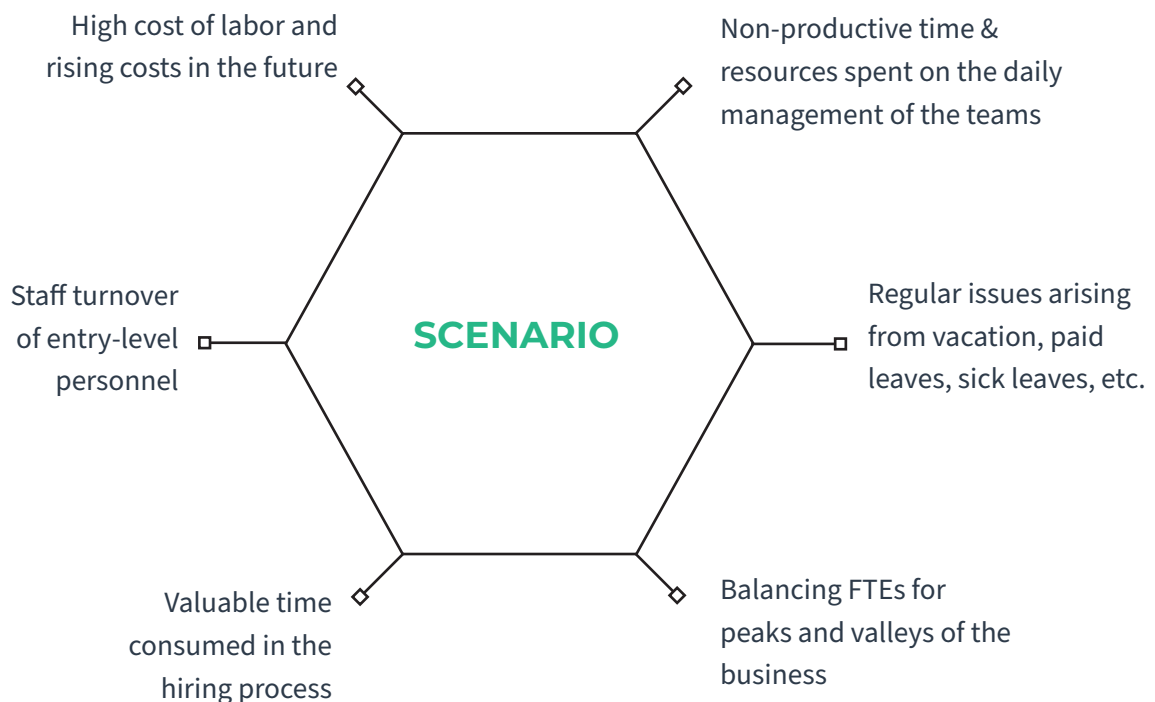
KEY ELEMENTS

- ✓ Outsourcing redundant activities to help Back Office focus more on important business activities
- ✓ Detailed documentation and analysis of the process flow
- ✓ Lift and Shift of processes offshore for cost-effective operations
- ✓ Strategic hiring to ensure adherence to quality and control
- ✓ Consistent and standardized processes
- ✓ Due diligence to ensure smoother project deliveries



SCENARIO

A globally-renowned Connectivity & Entertainment Content Provider wanted to focus primarily on their core business, connecting people and communities. They were reopening their offices to transition back from the WFH model. With services in six continents, the client was experiencing high work traffic and turnovers. The market and area of function needed an excellent pool of experienced and hirable professionals to address the challenges of Back Office activities. This gave rise to several challenges:



PROJECT GOALS

The client required delegation of Back Office operations to an external provider that, in turn, would own, control, and operate the selected processes based on defined and measurable performance metrics. Circulus partnered with the client to offer a personalized, reliable, and efficient outsourcing solution that could lower costs and ensure smoother business across all geographies.



PROJECT ASSUMPTIONS

Circulus offers a unique combination of skills and complex processes. The client acceded our one-stop-shop approach and agreed to provide Circulus with the following pre-requisites:

Help Circulus with the required subject knowledge of their business landscape

Dedicated Point of Contact (POC) to monitor the transition and ‘Lift and Shift’ phases

Help Circulus define a governance model to oversee ongoing activities

SOLUTION

A collaborative team was developed between Circulus and the client’s SMEs to provide a holistic outcome.

Through the Needs Assessment of the client’s Back Office operations, the Circulus team identified and addressed the processes that were good opportunities for offshore outsourcing.

Created a robust governance model to achieve maximum efficiency and effectiveness in managing processes. It supported the delivery of agreed service levels and promoted clear roles and responsibilities for increased responsiveness.

After finalizing the processes to be outsourced offshore, the Circulus team dedicated a significant amount of time to ensure a seamless transition by defining a thorough knowledge transfer process.

Circulus kept close track of the project milestones and timelines through a flexible and scalable team of experts to simplify, rationalize, and consolidate administrative services.

Ongoing analysis to gain visibility of the redundant processes that were time-consuming and incurring additional costs.

The team implemented in-house daily reports and tracking tools to obtain a comprehensive picture of the Lift and Shift process.

The process documentation enabled the team to identify areas for bridging the skills gap, streamlining processes, and maximizing productivity.

Circulus created a detailed knowledge transfer documentation for all areas.

RESULTS

- ✓ Reduced operating costs by 60%
- ✓ Lowered turnaround time for SharePoint Ticket Management
- ✓ Addressed Internal Inquiries within 1-2 hours
- ✓ External Inquiries were addressed on the same day
- ✓ Improved On Time Vendor Statement Reconciliation
- ✓ Improved visibility and tracking of Exceptions
- ✓ Reduction in cost and time to Hire and enhanced the quality of hire
- ✓ Reduced operational risks and saved onboarding costs
- ✓ Hassle-free payroll processing and compliance with Statutory Obligations

CIRCULUS

At Circulus, we understand that each business is unique, which is why we offer tailor-made Business Outsourcing Solutions that are scalable, cost-effective, and highly effective. With our rich domain expertise and proven track record, we can help you identify and capitalize on additional efficiencies and strategic opportunities that may have otherwise gone unnoticed.

We can help streamline your Accounts Payables (AP) department while our extensive Business Process Outsourcing (BPO) services can help reduce operational inefficiencies for any arena.

By leveraging our services, you can enhance productivity, minimize process bottlenecks, and optimize your technical resources while achieving significant cost savings.



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