



Serving World-Class Enterprises Enterprisingly



# Case Study: VIRTUAL CAPTIVE CENTER



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## CASE STUDY: VIRTUAL CAPTIVE CENTER

### Client Profile:

- The client is one of India's leading home shopping online store
- Sells various products in categories ranging from apparel, mobile phones, consumer electronics, home furnishings, kitchen appliances, furniture etc.
- The company follows marketplace business model wherein it facilitates online and offline sales of third party products to its customer base, in addition to handling the customer service
- It enables a platform for merchants and sellers to sell their products so that merchants/sellers can reach out to a wider customer base and customers enjoy great value-for-money

### The Requirement:

- The client was searching for a facility wanting to establish and operate a contact center at a strategic location with abundant availability of bilingual resources (speaking English, Malayalam and /or Tamil languages) due to an increase in the flux of customer base from South India
- They were looking for a right partner that can establish and operate a scalable contact center in Coimbatore (Tamil Nadu, India). The client requested 95 seats for their employees and twelve (12) separate cabins for managers, liaison officer, training and quality supervisors all fitted with the latest computer equipment, accessories and a high-speed Internet connection
- The partner is required to help them in triad areas including staffing the entire workforce and administrative functions as well as provide high-tech infrastructure
- Their staffing requirements included bilingual production staff as well as leadership roles

### Objectives:

- Establishing operations at a strategic location that has abundant availability of bilingual resources (speaking English, Malayalam and/or Tamil languages)
- Reducing annual payroll, time & labor operating costs and overhead expenses and
- Improving customer satisfaction levels

### Our Solution:

One of the KGISL's office facilities located in Coimbatore City, is very convenient and accessible with world-class office infrastructure. Our company provided them with this facility which has capacity to scale up to 1000 seats, workstations equipped with the latest Windows OS and licensed software they needed for their daily operations. The client also requested to have an IP camera access to monitor their staff members' daily operations to ensure efficient productivity.

### The Results:

- Seamlessly and cost-effectively fulfilled staffing requirement within 15 business days. The client started their operations in our office in October 2015 and it continues up to this day.
- Plug & play infrastructure significantly reduced time to start full fledged operations
- The client is happy with efficient service and is positioned to take on additional growth:

Year	Number of employees
October , 2015	95
2016	230
2017	346
2018	416