

Aditya Birla Minacs Accelerates its BPO Global Operations Success with QlikView

“What impressed us about QlikView are its intuitive features that allow people without prior knowledge of analytics to ‘see’ data and have the flexibility to slice and dice data as per their requirements.”

Prashant Cherukuri, Chief Delivery Officer – IT Services, ABM

Overview

With 28 years of experience, Aditya Birla Minacs provides customized business process outsourcing (BPO) solutions focused on five core areas of capability: customer relationship management/contact centers, integrated marketing services, knowledge and process outsourcing, finance and accounting outsourcing and IT. The company combines expertise in these areas to improve revenue, customer service, and operating margin for Fortune 500 clients.



Minacs has more than 13,000 employees at locations in North America, Europe, and Asia and has established successful industry practices with clients in the manufacturing/automotive, banking, financial services, insurance, telecommunications, and technology verticals.

As a trusted advisor, Minacs — along with its IT business unit, PSI — is well positioned for accelerated success in the

global BPO industry, through its multinational footprint, its capabilities in multiple industry verticals, its culturally diverse and knowledgeable workforce, and its ability to deliver best-in-class solutions.

Real world challenge

With increased competition in the outsourcing market both from organizations in India and abroad, Aditya Birla Minacs now had to face the real challenge of delivering its promise of ‘timely reporting of results at virtually every stage of the customer relationship lifecycle’ for their clients.

This was possible only if their frontline team could be empowered with tools that would enable them to take quicker, faster and informed decisions. Aditya Birla Minacs deployed QlikView at their customer relationship centers, to do just that!!

“The Minacs Maxview tool which was developed using QlikView will help to link disparate IT systems and tools for our BPO solutions and deliver an integrated business intelligence platform that will improve company-wide operational and financial performance through the use of uniform reports, analytics, and Six Sigma statistical tools,” said Prashant Cherukuri, Chief Delivery Officer – IT Services

The Minacs Maxview tool is a web-based portal that serves the needs of various functional groups

Solution Overview

Aditya Birla Minacs

BPO service provider to manufacturing/ automotive, banking, financial services, insurance, telecommunications, and technology verticals

Industry

IT/IT Enabled Services

Function

Operations, Finance, HR

Geography

Across India and USA

Challenges

Reduce the time and manpower required to develop practical, visual reports by integrating data from varied sources.

Solution

Minacs has deployed QlikView to over 250 of its employees with plans to roll out QlikView in all its centers in the region. With QlikView integrating three functional areas of Operations, Finance and HR, Minacs’ management is able to better utilize their resources – finances and human resources. The company selected QlikView for its superior memory and dash board features.

Benefits

- Helped senior management to get a single view perspective of operations across all centre
- Improved service levels resulting in delivery in full on time lifting from an average of 81% to 95% in 3 months.
- Provided real time business intelligence
- Quicker and relevant decision making by operations team leads on the floor
- Has enabled non-biased and qualitative inputs from frontline team which has helped in better planning of resource allocation and resource optimization
- Helped Minacs to move towards predictive analytics from business intelligence
- Improved the completeness, accuracy, and quality of data

Data Source Systems

Applications: Proprietary applications, Call Center and legacy systems
Database: Microsoft SQL Server

QlikTech Partner

Aditya Birla Minacs IT Services Ltd



including—operations, account management, finance, and human resources by providing these individual groups with custom views that will offer real-time, day-by-day data for a specific program or site.

Challenge:

Integrate data from different sources/formats and provide visual reporting

Aditya Birla Minacs deployed multiple systems across regions for its key operations with each system having its own reporting mechanism. Consequently, cross-functional analysis was non-existent. The executive team found the process cumbersome, and weren't sure of the reliability and accuracy of these reports.

QlikView was deployed to help consolidate information from its centers across the globe and to provide fast, reliable and visual reporting. As a result now managers have access to real time information on productivity levels and performance of their team thus enabling

them to plan, revise/tweak their strategies to ensure meeting their customer's goals. This single location repository enabled viewing all the reports thereby increasing usage aiding decision-making, and allowing cross-functional analysis.

“This was one IT implementation that was quickly adopted by end users and has become very popular both with our management and frontline executive. QlikView's capability for filtering information, merging data from different sources, its fast, powerful, visual in-memory business analysis tool, and its intuitive navigation feature make it a preferred BI tool across ABM. The solution for us has been quick, achievable, and cost-effective.” said Prashant Cherukuri.

Having internally experienced the tangible benefits that QlikView delivers Minacs is now gearing to delight their customers by giving them direct access to QlikView, so that they can be better informed of the performance and productivity of their teams at the Minacs centers and be in control of their outsourced processes!



Result:

Simplified access to information

Minacs Maxview tool features drill-down capabilities and templates that will be customized by program. The information featured in this tool helps to facilitate root cause analysis and trending which results in improved performance management. The tool has helped drive performance success by representing our operations through meaningful analysis and depiction of results in a consolidated view.

End-users have given an excellent feedback on demonstrating dashboarding capabilities of QlikView and wish to have an easy access for slicing and dicing of data.