

Driving Operational Excellence for a Leading KSA Outsourcing Provider

THE AVALON EDGE

Avalon assisted a leading business outsourcing services provider in Saudi Arabia in identifying and prioritizing key performance issues across multiple functional units. By assessing the most critical areas for improvement and developing a robust framework for tracking and managing operational performance



Client Situation

- The client is a leading provider of Business Outsourcing services in Saudi Arabia, recognized for their extensive experience and expertise catering to major public and private organizations in KSA
- The client specializes in core areas such as Human Resource outsourcing, Manpower outsourcing and Contact Centre support, providing a broad spectrum of outsourcing services.



Key Challenges in the client's existing environment

- Significant challenges in meeting delivery SLAs, impacting performance and customer satisfaction.
- Lack of key metrics and tracking mechanisms for day-to-day operations, leading to visibility issues and gaps in accountability.
- Significant challenges in implementing continuous improvement plans and conducting effective root cause analysis, causing recurring issues



Avalon Intervention

A robust framework for tracking and managing operational performance was developed which can be implemented for all functional units of the Business Outsourcing Unit of the client's company with a tracking and reporting mechanism for each unit level operation.

- Developed function-specific Performance Management Frameworks, addressing unique challenges pertaining to each of the outsourcing functions.
- Developed process KPIs through extensive research and industry benchmarking for each of the business outsourcing functional units.
- Designed robust performance monitoring methodologies focused on each of the function's capabilities.
- Generated monthly standardized performance dashboards for each business outsourcing functional unit.
- Conducted socialization workshops and trainings for internal teams to analyze data, generate performance reports, identify issues & gaps, define targeted corrective and preventive measures..
- Inculcated operations performance management as a part of day-to-day work activities in the client office as a part of the process maturity

Establishing Control Limits

Benchmarking, Standardization, and Establishment of Performance Matrices

Define Performance Metrics

Stakeholder interviews to map matrices at the Director / Manager level

Identifying Outsourcing Services

Outsourcing services/products identified for mapping of performance Metrics



Tracking

KPIs computation from respective applications/data sources and establishment of tracking mechanism

Analyzing the performance

Suitable analyses to validate performance against industry benchmarks

Reporting Framework

Reporting framework with templates & dashboards along with identified automation opportunities



Impact of our Interventions

- SLA Compliance for HR Sourcing services improved from 87% to 100% in the span of 4 months from Jul-23 to Oct-23
- Average Handle Time (AHT) of each call in the contact center wing reduced by 24% in the span of 4 months from 352 seconds to 268 seconds from Jul-23 to Oct-23
- First Time Resolution (FTR) for Manpower Outsourcing wing improved from 95% to 98% in the span of 4 months from Jul-23 to Oct-23 improving the Quality Audit Scores and Customer Satisfaction
- Implemented a structured approach for assigning realistic action items with defined due dates to relevant stakeholders during the monthly operations review
- Cultivated a mindset focused on attaining Business Excellence by consistently enhancing Operational Performance within the client's internal teams
- Provided a pathway for automation of the performance management framework to eliminate human intervention and generating performance reports on a real-time basis

