



High performance. Delivered.

Experience
Operations Video
Transcript

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Delivering business outcomes is key to our next-generation BPO strategy, and clients definitely want this. Analytics is a key enabler for business outcomes; and by business outcomes we really mean: help clients move beyond process and contractual outcomes to help them enhance revenue, help them manage their customers better, optimize working capital, reduce operating expenses, and help them manage risks better.

We have access to large amounts of transaction data as a part of outsourcing operations we run; and then there's Business Advisors who bring in the right combination of industry, domain and analytic skills, are looking at this transaction data, applying right statistical techniques, we come up with a number of very insightful observations and ideas around client business outcome improvements. We are moving to predictable analytics which can help clients manage their business in much proactive manner. This is possible by applying the right statistical tools and techniques. We are also driving visualization and use of mobility to drive better adoption of analytics among client stakeholders.

Let me give you some examples. We are doing predictive attrition analytics for consumer goods and retail clients for them to manage their revenue-generating workforce much better. This helps them proactively manage their staffing and any potential losses in revenue. We work with a number of telcos, health clients and insurance clients, to drive customer segmentation, customer turnover analytics and unstructured data analytics to help them understand the consumers better. We work with a number of corporates and industrials to optimize working capital by driving collection analytics, customer segmentation and dispute forecasting. Analytics are really helping clients drive business outcomes in a much quantified manner.

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