

Ajira SPM Suite

Solutions for BPOs - Data Processes

In today's aggressive marketplace, organizations are turning to BPO (Business Process Outsourcing), particularly of Back-Office Data processes, as a business strategy. It enables them to concentrate on their core competencies. BPO service vendors recognize the importance of running processes at optimum efficiency and effectiveness to ensure their own profitability and growth of business with existing and new customers. As competition intensifies, there is a growing need for every BPO vendor to differentiate itself in terms of cost, flexibility, ability and experience.

A BPO buyer is focused on ensuring that an outsourced business process is executed just as well, as when it was being done in-house, if not, better. A business process may be executed very efficiently, but if the end customer is not satisfied, the efficiency is of no consequence. Thus BPO effectiveness is just as important as efficiency to the BPO buyer also. In today's world, competitors are constantly trying to make their products and services faster, more economical, and of higher quality. The quest for making business processes faster, reliable, efficient, and highly effective, does not stop with outsourcing. It has just started.

Business Process Outsourcing (BPO) involving Back-office Data Processes is under constant pressure to implement Process Improvement. The first step in this journey is accurate, consistent and reliable measurements of Key Performance Indicators (KPIs) against expectations

The Challenges

- Ensuring consistent, reliable, and rapid end-to-end service process performance when it involves people and departments outside the organization and often third-parties outside the company as in the case of BPO buyers.
- Monitoring process execution in real-time and stepping in to take corrective action when KPIs are off-track. In Back office processes, waiting time between process steps is just as important as turn-around time for each step.
- Obtaining clear insights into efficiency and effectiveness bottlenecks and addressing them.
- Minimizing the effects of performance impacted by third-party service partners, if any.
- Identifying the most crucial areas for performance improvement while maintaining those areas that are already performing well. BPO vendors and buyers alike are focused on process improvement over the long run as much as they are on process execution.
- Ensuring the collection and storage of process transaction information, trending data and process improvement effort reports for certification efforts such as ISO 9000, and COPC (Customer Operations Performance Center).



Ajira SPM Suite

- Providing Continuous Process Improvement, Lean and Six Sigma efforts with consistent, reliable, and on-going KPI intelligence about the business processes. Optimization of business processes starts with an accurate As-IS picture of the process in terms of KPIs compared to Service Level Agreements (SLAs), and Industry Benchmarks.

THE AJIRA SOLUTION

The Ajira Service Process Management (SPM) Suite is a software product that addresses the above challenges effectively. It offers the following capabilities:

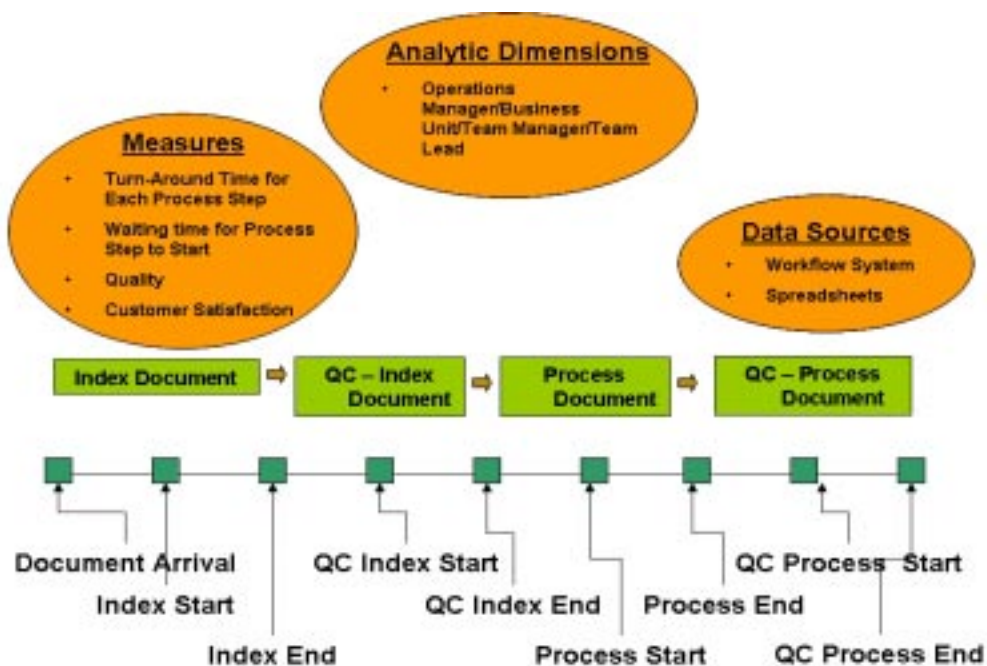
- **Process Modeling, Monitoring and Messaging** -

The Ajira Process Modeler component of the Ajira Service Process Management (SPM) suite can model the back office processes being executed in terms of Key Performance Indicators (KPIs), monitor them in real-time and compare them to Service Level Agreements (SLAs) or Industry Benchmarks. If certain process steps or KPIs are out of step, they can send e-mail alerts or provide constantly updated web-based real-time reports for the appropriate people to take corrective action

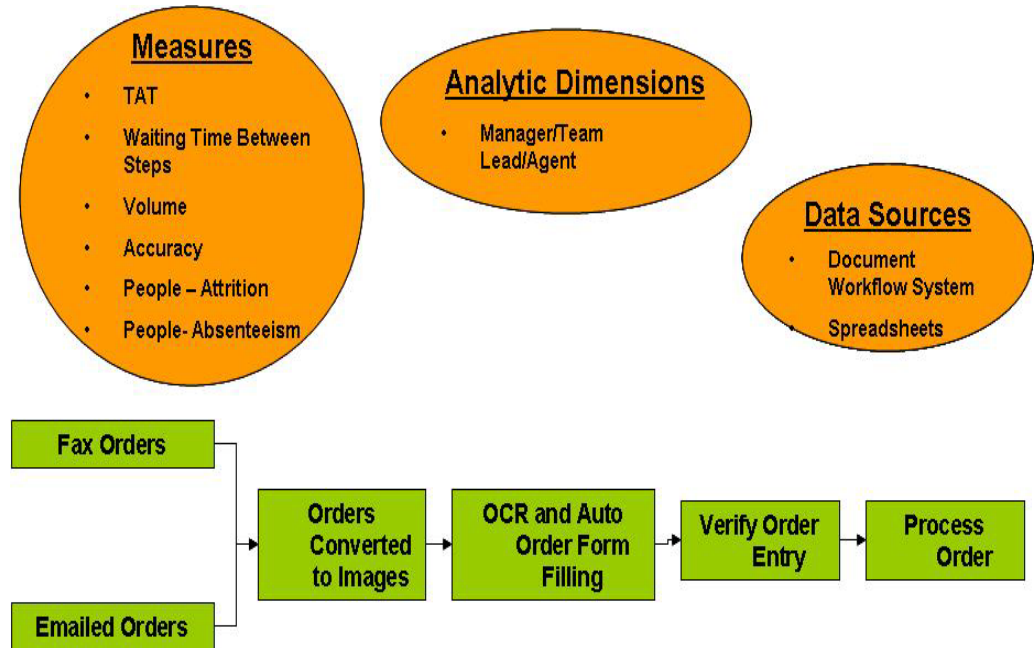
- **Process Reporting and Analytics** -

The Ajira Process Analytics module of the Ajira SPM suite helps create two major types of reports - Graphical and Slice and Dice Pivot Table Reports. Graphical reports can be Dial Charts, 2-D or 3-D Graphs, Dashboards can be created out of the Dial Charts and Graphs. Standard reports and trending graphs can be emailed automatically at pre-specified intervals or made available over the intranet as HTML reports. You can also generate ad-hoc reports for any period of time of interest. Pre-built report templates and analytics reports help you get a head start on creating or tailoring the reports that are relevant and useful for you. You may be interested in tracking and following how many customer calls were not closed within your goal of say, 24 hours-- during the last 3 days, last week, last month or last quarter. Or how they were executed between the 1st and 15th of this month as compared to the 1st and 15th of last month.

- **Slice-and-Dice Reports** - The Ajira SPM Suite helps you perform Multi-Dimensional Analysis on the performance of your back-office, data processes, and even very fine-grained analyses. You may be interested in analyzing which of your process teams may need additional people based on the analysis of process steps. Or which of the agents needed additional training based on their performance of certain process steps.



- **Six-Sigma, Lean, Continuous Process Improvement Analyses** - The Ajira SPM Suite helps you in your current or new Six Sigma efforts, especially in providing the necessary data in the analysis and improvement of service processes. Six Sigma, Lean and Continuous Process Improvement efforts benefit from actual data gathered from the business process operations rather than assumptions and simulation.



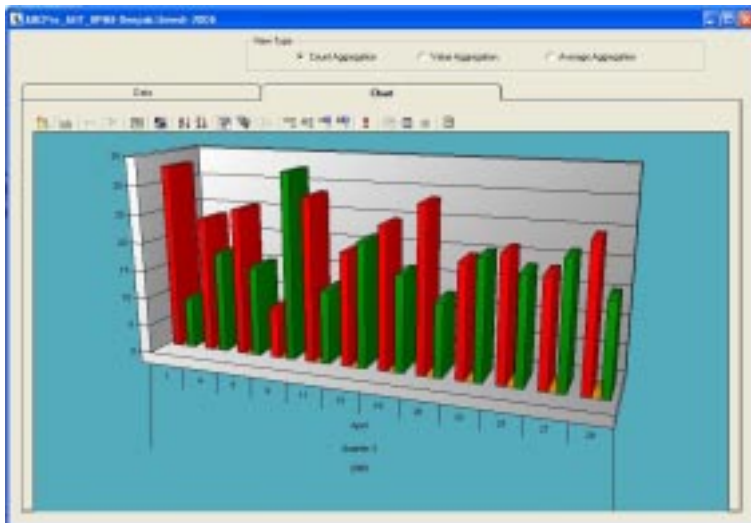
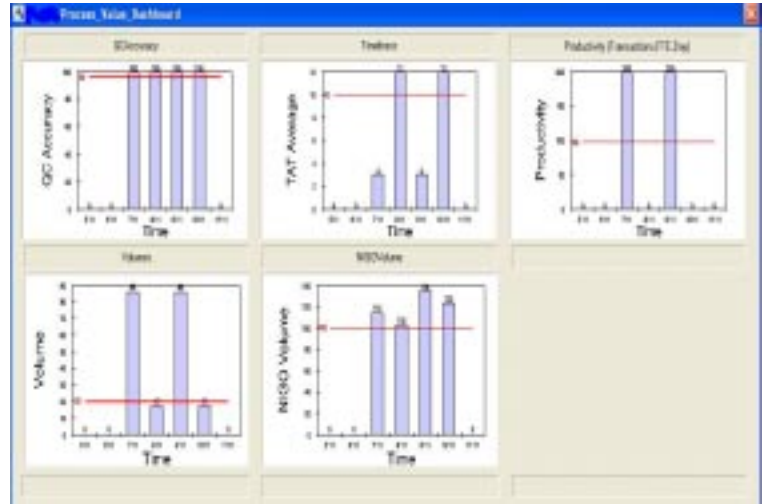
BENEFITS FOR BUSINESS PROCESS OUTSOURCING EFFORTS

- **Competitiveness** - Increase your competitiveness by providing BPO services that are measurable, consistent, reliable and rapid, whether delivering the service involves only the contact center or other departments within the company or third-party suppliers.
- **Efficiency and Effectiveness** - Monitor and fine tune your service processes making them efficient. Address your customer satisfaction and dissatisfaction issues making you an effective service provider.
- **Continuous Improvement** - By monitoring your service processes continuously, identifying bottlenecks on an on-going basis and addressing them promptly, pave the way for continuous improvement.
- **Enhanced Quality Control** - Use Six Sigma analysis and other statistical tools provided by Ajira SPM suite to enhance your quality control efforts.
- **Cost Savings** - Constantly evaluate your service processes and eliminate unnecessary and redundant steps, saving your BPO business sponsors time, resources and money. This is perhaps the best return on investment (ROI) you can provide your business process sponsors.
- **Certification Efforts** - Use Ajira SPM Suite to monitor and capture 100% of the contact center transaction information, perform trending and document process improvement efforts effectively. Many certification efforts such as ISO 9000 and COPC (Customer Performance Operations Center) may be accelerated with the use of Ajira SPM suite.

Ajira SPM Suite

Features:

- Monitoring Service Process events from multiple sources - Backend Databases through Querying or Virtual Triggers, Data Dumps, Spreadsheets, Publish/Subscribe mechanisms, and XML/Text formats.
- E-Mail Notification to individuals or mailing lists, multiple levels and modes of escalation supported.
- Web-Based Reporting and Custom Template designs, Single Sign-On and Role Based Permissions.
- Standard, Ad-Hoc and Slice-and-Dice Analytics.



Server Requirements

- Operating Systems Supported – Microsoft Windows
- Data Storage – Microsoft SQL Server
- Application Servers – Microsoft Internet Information Services (IIS) and Microsoft Share Point



For More Information

U.S.A

Ajira Technologies, Inc.
2921 Yorkshire Court
Pleasanton
CA 94588

Phone: 925 487 1768

Fax: 253 390 7184

Email: info@ajira.com

<http://www.ajira.com>

India

143 A, Mount Road
Little Mount
Chennai - 600 015. India.
Tel. +91-44-4201 0391