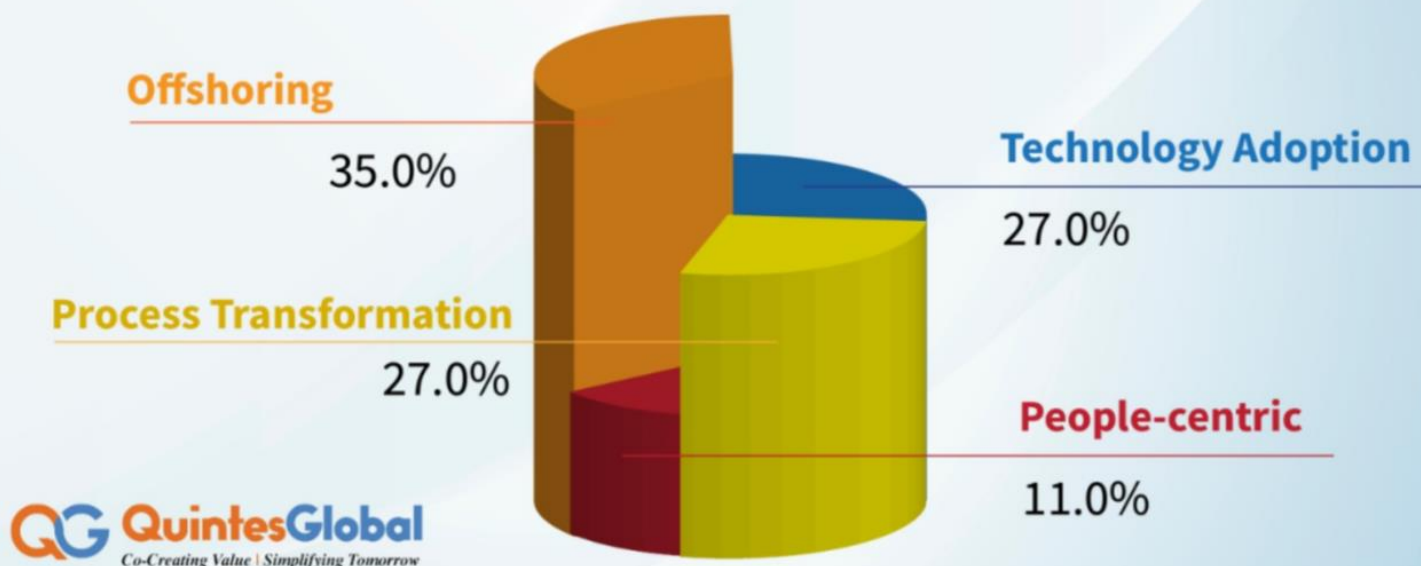


Leading the Change

Top Transformation initiatives that made enterprise functions/business services most impactful for business



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Top Transformation initiatives that made enterprise functions/ business services most impactful for business

As organizations strive to amplify their global business services (GBS) and capability centers (GCCs), the imperative to transform has never been higher. Legacy processes, suboptimal technology deployment and outmoded talent models are all ripe for disruption.

But where should change leaders be directing their biggest transformation efforts? We recently surveyed professionals to understand which initiatives are delivering the greatest impact. The results highlight a fascinating "Transformation Troika" that is powering the GBS/GCC revolution.

Offshoring: The #1 Gamechanger

The GBS/ GCC model has evolved far beyond cost or labour arbitrage to a sophisticated process transformation need and value delivery for the business. 35% votes have gone to offshoring as a strategy that has been instrumental in achieving operational excellence, cost savings, and strategic growth of the business. Key enablers being:

1. **Access to Talent:** Offshore locations provide access to a vast pool of skilled professionals, enabling us to tap into specialized expertise and innovative solutions that drive business growth.
2. **Scalability:** Offshoring allows us to quickly scale operations up or down based on business needs, providing flexibility and agility in response to market demands.
3. **24/7 Operations:** With teams across different time zones, we ensure round-the-clock operations, enhancing customer service and operational efficiency.
4. **Focus on Core Competencies:** Offshoring routine and transactional tasks allows our onshore teams to focus on strategic, value-added activities that drive innovation and business development.
5. **Enhanced Service Levels:** The combination of cost savings and access to skilled talent has led to improved service levels and customer satisfaction, boosting our competitive advantage.
6. **Technology Adoption:** Offshoring has facilitated the adoption of advanced technologies and best practices, further optimizing processes and driving continuous improvement.

These strategic initiatives have not only optimized the processes but also positioned GBS/GCC for sustained growth and competitive advantage in the global market.

Process Transformation (27%) & Tech Adoption (27%): Two Sides of the Same Coin

Process re-engineering and technology enablement were tied at 27% as powerful change catalysts. This hints at the symbiotic relationship between optimized processes and the right tech deployment to support them.

For too long, GBS/GCCs were burdened by fragmented, bureaucratic processes resulting in delays, gaps and poor customer experiences. Transformation here requires:

- Mapping end-to-end processes across the value chain
- Relentless simplification by eliminating redundancies
- Seamless process integration and handoffs between functions
- Capturing tribal knowledge into replicable playbooks

In parallel, next-gen technology solutions like GenAI, AI, RPA, analytics platforms are integral to streamlining newly optimized processes. System interoperability, automated workflows and real-time intelligence are becoming hygiene requirements.

Success stories abound – from ADP using analytics to redesign its payroll processes, to Mastercard leveraging RPA and to automate hundreds of processes. Process-tech synergy is a potent elixir.

People-centric Models and the Future of Work

11% of the business services practitioners/ leaders feel that the focus on cultivating people-centric cultures and progressive talent frameworks delivers the most impactful results by the GBS/GCC. People-centric models focus on improving employee experience (EX), which strengthens employee loyalty and, as a result, resilience and continuity. Leaders must treat EX as seriously as CX (customer experience) by being more scientific and more tailored in their approach.

Our research and analysis reveal that while compensation and benefits are important, they have essentially become table stakes. Top talents are looking for additional benefits, such as a positive and supportive culture and the flexibility to work. These five focused actions keep the people engaged and also help them to be more productive.



- Nurturing inclusive, psychologically safe team environments
- Enabling continuous upskilling and providing growth opportunities
- Recognizing top contributors through holistic rewards/incentives
- Promoting work-life harmony via flexibility and wellness initiatives
- Fostering intrinsic motivation through purpose and meaning

The rise of AI/automation has only amplified the need for highly engaged human talent to strategize, innovate and drive transformation. GBS leaders realize that an inspired, future-capable workforce is the ultimate competitive asset.

To summarize, as GBS/ GCCs power ahead, thriving amid volatility, the "People-Process-Tech Troika" will continue leading the transformation charge. Those mastering this trilogy will be poised to deliver sustained optimization and a future-proof services engine.

If you want to **Set-up a GCC** or an **Offshore Captive Centre** in **India**, or want to just transform your **Enterprise Functions**, contact us today at contact@quintesglobal.com

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