

# Complementary document services open up new opportunities for leader in Business Process Outsourcing to drive relationship management



Convergys is partnering with Xerox to improve the communications “touch-points” that create a stronger relationship management solution.

## Background

When you specialise in business process outsourcing and your company is known for relationship management, you have to be very selective in choosing your own outsourcing providers. Convergys Corporation is a global leader in relationship management, with clients in more than 70 countries speaking 35 languages.

Their back office services enable their clients to manage the increasingly complex and costly care of customers and employees. With more than 80 customer contact centers, data centers and other facilities around the world, Convergys provides 24x7 support and handles all inbound and outbound client paperwork for their clients.

This can be a daunting task as each client typically has 100 different document types and 1,000 different versions to manage.

In 2006, Convergys targeted new ways to continue to improve their operational efficiency and service quality within their Human Resources Business Process Outsourcing (HR BPO) practice. Convergys began a series of process improvement and standardisation initiatives that included a total document workflow around HR forms and processes. Those processes included document composition, document repository, high-speed scanning and document digitisation, enablement of “smart” documents, and the integration of documents into the ERP systems.

They envisioned an online forms capability to complement traditional phone based requests, with a digital repository providing archiving and retrieval of all completed form transactions. To make this vision a reality, they unanimously selected us.

# Transforming document processes

## Scaling for global growth

### The Solution

To meet Convergys' goals for the engagement, we formed five project sub-teams covering document design, print fulfillment, off-site imaging, hosted repository, and records management.

Together, our teams developed a comprehensive inbound/outbound document services solution to support Convergys' employee and client needs. A digital repository contains all of the variable data forms templates, which are merged with customer/client data and a DataGlyph® is added for tracking as the form moves through the process either in hard copy or digital formats.

Our document design experts applied proven communication engineering principles to consolidate and reengineer HR processing forms. The DataGlyphs embed essential information on each document, creating a "smart" document that is easier to store, retrieve, route, and integrate into CRM systems.

Employees can mail or fax their completed documents. The information is integrated into a repository hosted by us and supported by a disciplined Quality Assurance process. Hard copy HR forms are then printed on-demand at their central print facility, fulfilled and mailed to clients.

Xerox is able to provide large-scale, high-volume scanning off-site (with metadata added to facilitate search and retrieval)

and records management archiving capabilities (electronic and hard copy) to support the call center representatives and meet regulatory compliance requirements for Convergys and their clients. Convergys also utilizes a third party to deliver other components of the solution, creating faster document turnaround for these time-sensitive documents.

### The Results

The new process is expected to simplify forms ordering, completion and fulfillment, while also reducing cycle time and overall process costs. Based on a successful implementation of this solution in the Human Resources Management business unit, Convergys hopes to explore extending the solution to their other business units on a global basis.

By helping Convergys manage to their Service Level Agreements and providing detailed reporting to their end customers, we became more than a vendor; we became a trusted business partner, helping Convergys respond to their complex RFPs.

In addition, Convergys sees tremendous synergy between their BPO offerings and our Document Outsourcing offerings; we are working jointly to bring new capabilities to their clients in Accounts Payable, Human Resources Records Management and Contract Administration.

### Case Study Snapshot

#### Background

- Business process outsourcing provider with clients in more than 70 countries speaking 35 languages
- Back office services focused on customer care
- Managed more than 100 document types with 1,000 versions
- Needed to totally re-engineer a document workflow around HR forms and processes

#### The Solution

- A comprehensive inbound/outbound document services solution to support Convergys employee and client needs
- Designed a "smart document" form with embedded DataGlyph to facilitate improved storage, retrieval and process integration
- Large-scale, high-volume scanning off-site and records management archiving capabilities

#### Expected Results

- Simplified forms ordering, completion, and fulfillment
- Reduced cycle time and overall process costs
- Jointly, both teams working to bring new capabilities to clients in Accounts Payable, Human Resources Records Management and Contract Administration

**About Xerox Global Services.** Xerox Global Services is a world leader in document outsourcing services with industry expertise that helps you reduce costs, achieve operational excellence and grow revenue. Our unique combination of experience, technology and delivery capabilities enable integration, transformation and continuous innovation of your office environment, centralised print production, and communication and business processes. We deliver excellence in every corner of the world – locally, nationally, globally.

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