



Podcast

Convergys Corporation case study

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

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Narrator: Hello, and welcome to this podcast from Xerox Global Services featuring our client, Convergys Corporation.

Convergys is a global leader in relationship management, providing business process outsourcing solutions to clients in more than 70 countries. And with global opportunities come complexities and document challenges.

We spoke with Christine Timmins Barry, Senior Vice President of Global Operations at Convergys during the Xerox Thought Leadership Summit, held at the United Nations in New York City on November 28th, 2007.

She shared her thoughts on how Xerox helps Convergys meet its many document communication challenges, from both an outbound and inbound perspective – a strategic combination, as you will hear.

Timmins Barry: From an operational perspective I manage twelve service centers across the globe in eight different countries. I've got locations in St. John's, Canada; Jacksonville, Florida; and as far as Budapest, Hungary; and Singapore. So I'm very focused on the execution within those centers.

That's tough, because when you have twelve sites, and they're in different countries, in different regions, you want to be sensitive to the, the cultural nuances, but we, we need to also drive global standardization...and then from a strategic perspective, I also run the product marketing and product management function for our human resources outsourcing business. So recruiting, benefits, payroll, are my responsibility as well.

Convergys has worked hard to get to its position as a world leader in both customer care and human resource outsourcing.

Narrator: In order to truly drive relationship management services, Convergys needed to be highly selective when choosing a partner to help standardize its document management strategy. The combination of experience, cost-effective solutions and global capabilities led them to Xerox.

Again, Timmins Barry explains.

Timmins Barry: I think Xerox can play an important role in the particular challenge, which is, you know, looking at the global footprint of our work, leveraging Xerox's global capabilities.

One of the attributes of the Xerox-Convergys agreement was one that would take down costs within our contracts, our clients contracts, and as well as our own services...we have a multiyear agreement with Xerox – I expect to see a takeout of several million dollars in cost.

Narrator: The comprehensive scope of how Convergys provides services to its clients opened the door to multiple Xerox Global Services capabilities.

Xerox first helped Convergys optimize its office infrastructure – leading to cost reductions.

Timmins Barry: Xerox actually has three primary lines of business within Convergys...starting with just your core printer and copier capabilities...

Narrator: Next, Xerox increased the productivity of Convergys' document processing operations.

Timmins Barry: Second, is the back office solutions. We're very much looking at how we leverage our offshore locations to support our clients twenty-four seven, and back office work is a big part of that...

Narrator: Then, after having reduced costs and improved productivity for the client, Xerox was in position to help Convergys transform its business and generate higher revenue through operational efficiencies and improved employee communications effectiveness.

Timmins Barry: And then third and probably the largest segment right now is within employee care, Convergys employee care division. Xerox is the partner that is supporting, sort of these mega implementations...

Narrator: Convergys realized that enterprise document processing infrastructure, applications and operations represented some of the most labor-intensive, inefficient and overlooked opportunities to reduce costs, improve productivity and grow revenue. They knew they had to take a holistic document-centric approach to achieve their business goals.

Timmins Barry was asked to place this into context from the Convergys perspective.

Timmins Barry: It is important for us to be integrated, particularly across employee care, because again, if you think Convergys business model, we're taking multiple clients, they're outsourcing their human resource applications, recruiting compensation payroll and looking to us to achieve economies of scale and expertise. So it's critical that Xerox helps us drive that standard platform.

We're actually just moving to the point where as a company, as Convergys, we're starting to look again globally, end-to-end, enterprise-wide at document management...we recognize the benefits of having a more uniform and perhaps more sophisticated solution across the board.

Narrator: Convergys saw that end-to-end, integrated capability could be most effectively realized through a partner with the expertise to provide comprehensive solutions, and the experience to apply them with the greatest positive impact. In the end, Xerox best fit the bill. This strategic partnership is leading to meaningful business transformation, as Timmins Barry attested.

Timmins Barry: I think the advantages of us doing something like that with Xerox are huge.

It's creativity, it's a very transparent partnership...sitting across the table and talking through solutions, and it's being cost-effective...we always say, well, cost doesn't matter but it does...we also want to take advantage of Xerox's scale and scope, and the breadth of their services...

We come to our clients with the promise of transforming their current operations, whether it's customer care or human resources, or a billing system...it's looking at the current client's organization and transforming it, and then moving it in part or in whole to Convergys.

I like having Xerox at my side...I have a consultant, and I really respect and admire that partnership rather than again the sort of traditional vendor/client relationship.

Xerox's ability to execute was of utmost importance...we wanted to know that you had done it before...

I looked very much towards a partner who I could trust...when I looked and actually had my first meeting with Xerox, it was like looking in a mirror.

Narrator: By working across the document lifecycle — handling both outbound employee communications and digitally capturing and managing inbound employee records — Xerox is helping to drive real growth and innovation for Convergys.

The partnership combines Convergys' core competencies in business process outsourcing services with Xerox's core competencies in document process outsourcing services. It's an example of two companies improving the communications "touch-points" that create a stronger relationship management solution by working together.

Timmins Barry: I firmly believe that our ability to win the contracts in our space is linked to the fact that we have Xerox as a partner.

Narrator: This podcast was recorded on November 28, 2007 and at the time of recording all information was factually accurate. Because this will reside on the Internet for a period of time, Xerox assumes no duty to update the podcast to reflect new information. Listeners should visit www.xerox.com/newsroom for up-to-date factual information.

That concludes this podcast. On behalf of Xerox Global Services, thank you for listening.

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