



Tathya Dot Com Pvt. Ltd.
An ISO 9001:2000 COMPANY

Case Study – Outsourced Back Office Service for Telecom Sector
Client – Karvy Data Management Services Limited (KDMS)

Project Overview

Karvy Data Management Services Limited (KDMS) is a leading service provider in the areas of E-governance processing, insurance back office processing, Telecom back office processing and various data management requirements of large corporates.

KDMS has secured a contract from a leading GSM telecom service provider to provide end-to-end back office service to manage Customer Application Forms (CAF).

The services include:

- Collection of CAF from distributor locations
- Scrutiny of CAFs
- CAF Data Entry & Quality Assurance
- CAF Scanning
- Central Image Repository & Document Management
- Physical Storage of CAFs
- Online Record Storage & Retrieval System
- Audit Compliance

Tathya Dot Com Pvt. Ltd. (Tathya) has been chosen as a major service partner to provide services of CAF Scrutiny, CAF Data Entry & Quality Assurance, CAF Scanning & Image Repository Management for entire West Bengal circle to handle about 35,000 CAFs on daily basis.

The Challenges

Estimated time/resource requirement for different tasks are given below:

Major Function	Process Details	Resource Requirement
CAF Scrutiny	<ul style="list-style-type: none">– CAF Receiving from different distributor points– Document Scrutiny– Physical Document Handling– Record Maintenance	150 persons



Tathya Dot Com Pvt. Ltd.
An ISO 9001:2000 COMPANY

Major Function	Process Details	Resource Requirement
CAF Data Entry	<ul style="list-style-type: none">- Data Entry- Data Quality Check- Record Maintenance	300 persons
CAF Scanning	<ul style="list-style-type: none">- Document De-stapling- Document Scanning- Scanning Quality Check- Scanned Image Uploading- Physical Document Handling- Packaging for Storage- Record Maintenance	70 persons

** The estimated time given above include physical document handling time and time required for physical document movement from one stage to another stage and also job allocation, MIS reporting etc..*

Thus from the above, the manpower requirement is estimated as $150+300+70=520$ or 550 after provisioning for absenteeism.

Then the major challenges were to prepare the infrastructure, recruit and train 550 persons for different functionalities within a short period of one month only.

The Solutions

Tathya is providing all these back office services as per the guideline set by the client. **Tathya** is acting as Delivery Partner in this collaboration. **Tathya's** focus is on execution of the project, with both **Tathya** and the client sharing the high-level management responsibilities. We ensure that the total document processing requirements are met as fully and accurately as possible so as to build a positive and healthy working relationship between all stake holders.

- 1) The entire execution part of the project is being handled by **Tathya**.
 - We have set up the production environment, which includes hardware setup, networking setup, human resource mobilization and training.
 - The entire setup has been created following strict security guideline laid by the client. The security features include biometric access control system, CCTV, secured Internet connectivity.
 - The entire work-flow system have the following stages:



Tathya Dot Com Pvt. Ltd.
An ISO 9001:2000 COMPANY

CAF Scrutiny

- CAFs are sent to site location from different distributor points through courier.
- All CAFs are counted through bar-code reader and then received.
- Scrutiny of CAF forms and documents are done as per given quality parameters.
 - Accepted CAFs are sent to the next stage for data entry.
 - Rejected CAFs are sent to distributors for their correction and resubmission.
- At each step, proper accounting is maintained and MIS reports are generated.

CAF Data Entry

- DEOs enter CAF data through web based application.
- The accuracy of entered data is ensured through 100% cross checking by QC Operators.

CAF Scanning

- Bates Coding & De-stapling documents.
- Documents Scanning.
- Scanning Quality Assurance.
- Documents Stapling.
- Uploading scanned images to centralized Document Management System (DMS).

Infrastructure

- The whole facility is processing about 35,000 forms per day, where 550 persons are working in 3 shifts for 7 days in a week.
- The infrastructure contains 190 work stations, high end servers and heavy duty scanners.
- The whole process is supported by various teams of programmers, DB administrators, hardware/network engineers besides a pool of experienced project managers.

Process Highlights

- Both for the Scanning and Data Entry processes, quality is assured by 100% cross checking.
- Server based work-flow application with complete audit trail using central database.
- Batch creation and batch wise job allocation system within the work-flow application.
- Scanned image indexing and server based central image repository.
- Centralized data backup policy.
- Service provisioning for 24x7 hours operating in three shifts.

Achieved Milestones

Period	Services
Week-1	<ul style="list-style-type: none">➤ Made ready the entire infrastructure➤ Started recruitment procedure
Week-2 to Week-5	<ul style="list-style-type: none">➤ Developed & implemented work-flow application development➤ Recruitment & training of nearly 550 persons
Week-6 onwards	<ul style="list-style-type: none">➤ Started live operations



Tathya Dot Com Pvt. Ltd.
An ISO 9001:2000 COMPANY

Employee Roles & Responsibilities

The whole project is headed by a Sr. Project Manager, who is assisted by 2 Project Managers. The break-up of various teams are given below:

Process	Role Name	Number	Responsibility
CAF Scrutiny	Process Manager	1	This person is responsible for overall performance i.e. both quantitative and qualitative performance of the whole CAF scrutiny operation.
	Shift In charge	6	Persons responsible for the overall monitoring of activities in a shift and MIS reporting.
	Team Leader (CAF Scrutiny)	14	The total work force will be divided into various teams each having 10 members. Each team will have a Team Leader, who is responsible for both the quantitative and qualitative performance of each of the team members.
	Document Scrutiny Executive	139	Performs form scrutiny and document checking as per given guideline by the client following requirements of Government's Regulatory Authority.
	Sub Total	160	
Data Entry	Process Manager	1	Responsible for total data entry operations.
	Shift In charge	6	Person responsible for the overall monitoring of activities in a shift and MIS reporting.
	Team Leader (Data Entry)	15	Ensures both quantitative and qualitative performance of each of the team members.
	Data Entry Operators	148	They perform data entry using web based application software.
	Sub Total	170	
Data QC	Process Manager	1	Responsible for total data quality check operations.
	Shift In charge	6	Person responsible for the overall monitoring of activities in a shift and MIS reporting.
	Team Leader (Data Entry)	12	Ensures both quantitative and qualitative performance of each of the team members.
	Data Entry Operators	111	They perform 100% data quality check using web based work-flow application and also make necessary updates, where ever necessary. Full audit trail of data is available within the application.
	Sub Total	130	



Tathya Dot Com Pvt. Ltd.
An ISO 9001:2000 COMPANY

Process	Role Name	Number	Responsibility
Scanning	Process Manager	1	Responsible for total scanning operations.
	Shift In charge	6	Person responsible for the overall monitoring of activities in a shift and MIS reporting.
	Team Leader (Document Preparation)	3	Ensures both quantitative and qualitative performance of each of the team members.
	Executives (Document Preparation)	30	They perform all pre-scanning & post-scanning operations like bates numbering, de-stapling and re-stapling.
	Scanning Operator	10	They perform actual scanning operation on scanners.
	QC Operator (Scanning)	15	Performs 100% quality check on scanned documents.
	Team Leader (Packaging)	1	Ensures both quantitative and qualitative performance of each of the team members.
	Executives (Packaging)	9	Performs packaging of CAFs along with supporting documents after scanning for their storage in the client warehouse. They also maintain full records.
	Sub Total	75	
Hardware	Hardware Engineers	10	The hardware team is headed by a Sr. Maintenance Manager. This team is responsible for maintaining the networking system, servers and desktops.
Software	Software Engineers	8	The software team is headed by a Project Manager. This team is responsible for work-flow application development/maintenance and also database maintenance.

* All staff categories are distributed over three shifts.



Tathya Dot Com Pvt. Ltd.

An ISO 9001:2000 COMPANY

Benefits Accrued to the Client

Our client was assigned processing for as many as 8 States of India. Furthermore, they were required to set up Processing Hubs in all the state capitals within a very short span of time to keep pace with the rapid product roll out by their client. Although they have set up their own hubs in most other states, they relied solely upon **Tathya** for the Hub Set up in Kolkata, the state capital of West Bengal. Because of this decision, the following benefits have already accrued to them and many more, most certainly, will become manifest in the coming months and years.

- ✓ **Reduced Transition Time:** As **Tathya** already has time tested infrastructure, qualified man power and more than a decade of experience in setting up IT infrastructures, the Transition time from the previous vendor was seamless and almost instantaneous. Since the client is based out of Hyderabad and has a minimal presence in Kolkata, Tathya's knowledge of the local 'terrain' came in handy in matters like hiring people, computers, scanners etc. It is estimated that the client was able to reduce the transition time by almost 70% compared to their other state hubs.
- ✓ **Negligible Capital Outlay:** **Tathya's** ready infrastructure and core team of trained and experienced man power made it possible for the client to gain access to a state of the art facility without actually having to invest up front on the setup. It is estimated that the client saved almost INR 15 million (US\$ 320,000 or £ 200,000) in initial investment for setting up an equivalent infrastructure from scratch.
- ✓ **Freeing up of managerial resources for use at other locations in India:** Since **Tathya** already has proven expertise and 5 years experience in document management and back office space, KDMS received excellent support at the top. Consequently freeing up a significant amount of over-seeing responsibilities from their own functionaries. This has helped them optimize their other centers in India – which incidentally they are having to manage themselves – at a crucial transition phase of the project.
- ✓ **Speedy fulfillment of Customer Satisfaction targets:** Since **Tathya's** infrastructure was already 90% complete to start with and because of the presence of a core team of almost 50 experienced and expert data entry and quality control executives, the combined team of **KDMS** and **Tathya** was able to gain customer confidence within a very short span of just about a month!
- ✓ **Limited Business Risk:** Another pleasant by-product of **KDMS'** decision to partner with **Tathya**, is that they are now exposed to a much lower business risk in terms of winding down operations in case things do not go the right way. **Tathya** is sharing a significant amount of this risky element so as to insulate KDMS. Considering the highly volatile situation of the Indian Telecom sector because of many new players entering the fray almost daily, this **is** a significant long to mid term relief for the KDMS management.