



Case Study 2

BPO Organization Strategy Development and Implementation



Client
Profile

- Irish BPO company
- Govt & Utility Clients
- Focused on customer care and servicing end users



Client
Needs

- Clarity on location of physical sites for access to quality talent
- A strategy for site location & investment
- Ensure capacity management of people across sites to suit customer needs



Solution

- Site strategy document agreed with SLT
- Capacity Management
- Management of site upgrades, closure, new investment decisions



Benefits

- Consensus achieved with the SLT on charter & priorities
- Site upgrades delivered on time and within budget
- New site investment plans implemented
- Management of transition of clients across sites without disrupting business as usual

Abtran is a BPO organization that provides customer care and processing capability to clients like Electric Ireland, ESB, Irish Water, Irish Life Health and Government entities like NDSL, Suzi, Pobal and others.

I consulted with the Abtran Leadership Team to support them on a site strategy to support their people operations for their specific clients across their 5 sites in Ireland. The focus of the initiative was to define the strategy for their operations centers, 2 in Cork, 1 in Dublin, 1 in Maynooth and 1 in Sligo and to define which customer operations teams would be located in each location to support customer requirements and provide access to suitable talent from a recruitment perspective.

The key deliverables were:

A signed off Site Strategy Charter

A resource management process & accountabilities for headcount per site

Upgrade of the Cork Mahon site

Agreement on the clients and transition plan across all sites

Investment and build plan for the Sligo site



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