Vendor Profile

Intelenet Global Services: Driving Process Excellence with Business Process as a Service Supported by RPA

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IDC OPINION

Intelenet Global Services (IGS) is a competitive midmarket business process outsourcing (BPO) player based in India with a global footprint and extensive presence of as-a-service customers in banking, government/public sector, healthcare, and travel and logistics. IGS leverages cloud-based services through a combination of SaaS, PaaS, and IaaS while combing other technologies like business analytics services, robotic process automation, and social media listening to provide a unified centralized platform. Further:

- IGS has a solid understanding of how to drive savings, enhance business value, and deliver transformational benefits through reengineering processes — whether it's through their proprietary solutions and platforms or robotic process automation partnerships.

- In response to evolving industry dynamics, IGS recently invested in an artificial intelligence offering Intelenet Global Services' Fare and Refunds Estimator (iFARE), a fare calculation tool for the travel industry developed in-house.

IN THIS VENDOR PROFILE

This IDC Vendor Profile examines the as-a-service solutions of Intelenet Global Services (IGS) including those for finance and accounting, reviewing both vertically integrated and specialized as-a-service solutions, core competencies, and go-to-market strategies.

SITUATION OVERVIEW

Company Overview

Intelenet Global Services is a business process outsourcing provider headquartered in Mumbai, India, serving over 110 clients globally with an extensive services portfolio that includes contact center services, back-office services, human resource outsourcing (HRO) services, finance and accounting (F&A) outsourcing services, knowledge services, IT and infrastructure services, and security and compliance management services. Its industry-specific solutions support the banking and financial services, travel/logistics/hospitality, healthcare, and retail and high-tech sectors. Table 1 highlights key background information about Intelenet Global Services.

TABLE 1

Intelenet Global Services Company Background

Category	Details
Headquarters	Mumbai, India
Incorporated	2000
2016 worldwide revenue	$430 million (65% international and 35% domestic business by revenue)
Employee head count	55,000 (across 8 countries with 70 delivery centers globally)
Customer base	110+ customers across the United States, Guatemala, the United Kingdom, Saudi Arabia, UAE, Philippines, and Poland - As-a-service solutions deployed for 30% of clients across various industries
Detailed customer base	Percentage of current customers using business process as a service: - Banking 25% - Travel and logistics 19% - Healthcare 16% - Government and public sector 12% - CPG/retail 9% - Hi-tech and telecom 8% - Manufacturing 7% - Others 3%
Target market	Travel and hospitality, healthcare, and BFSI clients across the United States, the United Kingdom, Middle East, and the India domestic market
Key services	- Customer management services (consulting, outbound and inbound services, and help desk support services) - Shared services (human resource outsourcing, finance and accounting outsourcing, IT and infrastructure management, and security and compliance management) - Knowledge services (market assessment and planning, transformational consulting, analytics/big data, and business intelligence [BI]/data management and integration)
Key industries served	- Banking, financial services (e.g., retail/corporate banking, wealth management, and mortgage processing) - Travel, logistics, and hospitality (e.g., order fulfillment and processing, ticket management, and tracking and tracing services) - Healthcare (e.g., patient access management, medical coding, revenue cycle management, and billing/collections/recovery) - Retail and hi-tech (e.g., order tracking and fulfillment, service assurance and ticket management, and billing and revenue assurance)

Source: Intelenet Global Services, 2017

Company Strategy

Intelenet Global Services has been shifting its business processes to the cloud to overcome the inflexible service delivery models of traditional BPO and the old technologies that limit the effectiveness of business process outcomes. The desire to have efficient and streamlined business processes has led Intelenet Global Services to convert its various vertical and horizontal business-centric tools into platforms hosted on the private cloud to enable clients to achieve a reduced cost of operations through automation. For example, IGS has embraced mobility and used it to disseminate business KPIs in real time to all its internal and external stakeholders, while platforms used for internal procurement vendor interaction have been extended to F&A services hosted on the private cloud.

Addressing Buyer Needs

In considering buyer needs and requirements, Intelenet Global Services focuses on the following five elements when implementing the as-a-service model:

- Ensure that automation initiatives are aligned to the organization as well as the evolving industry dynamics.
- Implement changes that are focusing not just on technology but also on business processes and operating models.
- Study and assess the impact of changes across functions and the end-to-end value chain and customer experiences.
- Collaborate with customers on implementation, innovation, and tracking achievement (i.e., analyzing the customer journey).
- Empower employees to understand the customer journey and work toward improving customer engagement.

Service Strategy

iFlow BPM Solution for Finance and Accounting

IGS's iFlow BPM solution is leveraged to support the finance and accounting function and is designed for process automation, management information, reporting, and centralized document management. This holistic unified application is designed to drive high-volume, high-value transactional processes. According to IGS, it reduces administrative overhead and training costs and accelerates end-user adoption by meeting the needs of multiple business areas.

iFlow has been used for end-to-end invoice tracking and data entry and can deliver the following benefits:

- Automated notifications and reminders via email, text for tracking updates
- Significant cost reduction by dropping the requirement of ERPs
- Lean and green paperless processes for reduced time, cost, and effort to create accurate content for the manuals
- Increased accuracy and 100% system audit trail

Intelenet Global Services offers a balanced portfolio of additional as-a-service solutions with vertically integrated solutions (including Radius, iResolve, and iOP for front-office and back-office customer service) (see Table 2) and specialized solutions for the travel/logistics and oil and gas sectors. Intelenet Global Services also maintains partnerships to deliver RPA and mobility capabilities.

TABLE 2

Vertically Integrated as-a-Service Solutions

Solution	Description
Radius	This mobility application unifies field force, back-office and front-office teams aggregating and matching the demand and supply of resources along a set of rules most suited to the business. According to Intelenet, with Radius, businesses can achieve up to 30% increase in manpower utilization and 70% savings on resource scheduling cost.
ICE	Chat and social media engagement omni-channel platform enables customer interactions with contact centers on various channels including web, Facebook, Twitter, and Skype.
Detection 360	This is Intelenet Global Services' own software solution developed to provide a one-stop solution that gathers all required information on to a single screen and by automating various tasks that otherwise may require manual execution. It collates information from multiple applications/screens and presents information on a single screen for ease of access and use. The architecture is built upon the Microsoft Windows.NET platform with Microsoft SQL Server database as the back-end engine to provide a scalable system. Being built on the .NET platform, Detection 360 can be integrated bidirectionally with all the major platforms that support web services/HTTP/SOAP.
iResolve	Developed by Intelenet, iResolve is an enterprise-class customer relationship management (CRM) solution that helps organizations meet corporate goals and impose enterprisewide controls and disaster recovery. It's designed to drive high-volume, high-value data processes. Combining industry expertise with a flexible and full-featured CRM product suite, iResolve is the basis of solutions that have improved operational efficiency and received many industry awards. It covers all the third-generation contact channels such as voice, email, SMS, whitemail, fax, social media, and web chat. The platform can be deployed within several verticals including telecom, insurance and banking, government and utilities, and travel.
iOP	iOP (IGS operating platform) is a single scalable platform including all business processes that are currently scattered across different technologies, hardware, and so forth. This platform manages the entire life cycle (from onboarding to separation of an advisor integrated platform of all advisor activities). iOP focuses on increasing productivity and efficiency by way of a consolidated platform and providing unified business/customer experience. It provides integrated workflow, LMS, QMS, real-time monitoring, decision tree, early warning system, and floor management capabilities in a single system. It is an ACD for data processes. iOP helps onboard new data processes in record time. Intelenet Global Services suggests it can provide a 15% increase in the accuracy scores, provide screen recording for improved compliance, and improve NPS as well as referral satisfaction.
Insight	Insight is Intelenet's solution for business intelligence, quality management systems (QMSs), and learning management systems (LMSs) in today's fast-paced and fast-evolving contact center environment.
iPrompto	iPrompto is an analytics tool for analyzing large unstructured text data. The tool provides sentiment analysis, insights on customer intent, and identifies key themes and areas of opportunity for each conversation text. iPrompto uses advanced visualization, recognizes high influence trends, and provides insights that can be easily comprehended by your organization. The tool can integrate with any data source via web service and has a functionality to upload data. iPrompto extracts the right information to identify success, issues, behavior, and experience that can help you know your customers better and provide you with opportunities to improve.

Source: Intelenet Global Services, 2017

Specialized as-a-Service Solutions

In partnership with Integrated Business Services, a BX portfolio software company, Intelenet Global Services leverages its platforms in combination with its own expertise and servicing capability in the travel, logistics, and hospitality verticals. Pilots are currently in the works, and Intelenet has looked to expand its specialized offerings with a partnership with Cnergyis to provide integrated HRO processing using its HRMS system.

Technology Architecture

Intelenet Global Services' as-a-service solutions are primarily delivered via private cloud. Solutions like iFARE and Detection 360 require access and tight integration with customer systems that forbid the usage of public platforms. However, based on customer demands and requirements, geographical proximity, and expected cost and saving benefits of the clients, IGS has also utilized public cloud (like Microsoft Azure) on behalf of clients. IGS has also developed dedicated solutions (Intelenet Global Services proprietary tools) for its customers that include industry-specific configurations of software and services for operating processes efficiently.

Intelenet Global Services' in-house as-a-service solutions are built on a client/server, n-tier architecture. This architecture provides an ability to be broken down into smaller components. Through the use of this architecture, Intelenet Global Services solutions can easily extend itself to integrate with other third-party systems. Also, for the same reason other third-party products can easily use Intelenet Global Services' as-a-service functionality using web services integration. Seamless integration of Intelenet Global Services' solutions include Aspect, Avaya, and payment gateways.

Key Differentiators

Intelenet Global Services is able to drive value for customers with improved customer experiences and operational efficiency with 228 dedicated full-time employees for Business Process Service Delivery Automation (BPSDA). Intelenet Global Services' business-process-as-a-service (BPaaS) offerings leverage best-in-class platforms and domain expertise that aids clients in achieving strategic business objectives. Intelenet Global Services' capabilities are differentiated based on the following:

- Ability to build a tailored approach with a focus on processes that can be decoupled without impacting upstream or downstream processes
- Ability to deliver business agility and simple business outcomes through the latest technology platforms
- Lower cost of operations through process optimization and implementing industry-standard best practices
- Improved customer journey and brand value through implementation of integrated digital tools
- Low-risk integration, especially for untouched regions that may have a low-risk entry point
- Combination of technology plus BPO (Intelenet Global Services works with clients on creating its IT enterprise while managing the business process.)
- Driving transformational benefits through the technology, analytics, and process excellence (TAP) methodology (These capabilities enable favorable business outcomes for clients' growth, profitability, customer experience and loyalty, and compliance and risk controls.)

Process Automation Enabled by RPA and Artificial Intelligence

In partnership with Kamdhenu, IGS offers iFARE, an artificial intelligence robotic solution catering to large and midsize travel companies that utilizes natural language processing to provide a unified interface for complex flight fare rules. According to IGS, it can improve average handling time by 12% and reduce customer service costs by 30% for flight disruption requests. iFARE Robot helps automate the process of calculating refunds and schedule change charges for airline bookings, thereby helping travel companies reduce back-office costs by 30%, enhance their profitability, and improve response time to customers.

Phantom Robotic Process Automation (PRPA) is Intelenet Global Services' robotic solution, in partnership with Epiance, that automates actions performed by an end user that improve efficiency and accuracy of repetitive processes. This solution has the ability to automate tasks through record and playback mechanisms on Microsoft Windows-based applications, converts a captured process into automatic robot script, and completes the transactions error free. Intelenet Global Services believes it could achieve 30–40% automation and productivity gains over time.

Business Analytics Services

Intelenet Global Services' analytics practice specializes in analyzing large consumer data sets across domains and industries to segment data, predict response rates, showcase customer sentiment, forecast customer life cycles, and design solutions for businesses that align with their strategic goals. Intelenet Global Services' analytics services include data science and engineering, customer reporting (i.e., dashboards and data visualization), and customer experience and interaction analytics. Intelenet Global Services' capabilities cater to specific domains and are supported by its own proprietary tools (see Table 3).

The business analytics tools and platform make it easy to bring together data from various sources, combining relational data with unstructured data for descriptive and predictive analytics. Intelenet Global Services uses open, external data sources like government and population data (which is gathered through its patented tools and integrated via cookies, web services, and the identifier for advertisers [IDFA]) and data from open sources like Google, Facebook, Twitter, and LinkedIn.

The analytics services team collaborates with customers to enhance their analytical understanding of their own consumers through a customized and multistaged engagement model that aligns with their current stage of analytical maturity. Working with customers to create proof of concepts, Intelenet Global Services sets the stage for KPI identification, basic data trends, visual and interactive dashboards, segmentation, and marketing and sales campaigns. As strategic needs grow, data and predictive modeling, advanced data visualization, and analytics on demand is utilized to drive more strategic partnerships with clients.

TABLE 3

Domain-Specific Business Analytics Services

Industry	Analytics Services
Retail	Customer segmentation, root cause analysis, sentiment analysis, supply chain analytics, and customer lifetime value analysis
Hospitality (hotel)	Hotel recommendation and association tool, interaction analytics, and predictive modelling
Telecom	Repeat call, RCA, IVR optimization, and call forecasting
Hospitality (travel)	RCA, social media analysis (e.g., sentiment analysis and profiling)

Source: Intelenet Global Services, 2017

FUTURE OUTLOOK

Intelenet Global Services derives its business strategy and is increasingly focusing on private cloud-hosted services to win new contracts and bolster its margins across verticals. As mobility will be used internally and externally as a service, Intelenet Global Services' global mobility and automation team has already started deploying some of these applications using Intelenet Global Services' private cloud platform. IGS is striving to distinguish itself based on its technological capabilities in a bid to drive new revenue outside its core outsourcing business.

In enhancing its portfolio of as-a-service solutions, Intelenet Global Services is considering partnerships and investments in creating more vertical and specialized cloud-based platforms from which customers can choose solutions that help them to adapt to the uncertainty and complexity of their business environments through the deployment of plug-and-play solutions. Specifically, the company's strategy is to invest in industry vertical platforms apart from existing platforms or upgrade the existing platforms (e.g., mobility, analytics, customer service, unified CRM) and also partner with existing providers to expand its BPaaS stack.

ESSENTIAL GUIDANCE

Advice for Intelenet Global Services

- There is a lot of excitement around RPA today, and the shift to more intelligent automation continued exploration around partnerships to enhance RPA capabilities is key. Ideally, such partnerships would be a short-term solution to build scale quickly. IGS has a solid RPA story with its proprietary offerings and dedicated team of almost 230 full-time employees for business process service delivery automation. This could be a more integral part of its core messaging about the reengineering of business processes.
- Similarly, creating partnerships for continued growth of BPaaS capabilities specifically where gaps may currently exist – whether vertically or horizontally – could help expand IGS's breadth

and depth of offerings. Many business process outsourcing providers today partner with companies such as NetSuite, Workday, Coupa, BlackLine, and Ariba to manage the underlying technology of their business processes in addition to owning their own proprietary solutions. There could also be opportunity for partnerships specifically to build new higher-end services (e.g., in FP&A or industry-specific services).

- Continued messaging around the private cloud could be a key differentiator for IGS. IDC believes most as-a-service implementations begin with public cloud and over time could potentially convert to more private cloud, especially when thinking about specific industries and use cases where data security or performance and reliability issues could better be addressed by a private cloud model. According to IDC data, 15% of buyers in 2016 used a private BPaaS model to outsource their business processes compared with 20% that were currently using a public BPaaS model.

- Intelenet has worked to expand its client and geographical footprint with three delivery centers now in the United States and one in Guatemala, one in the United Kingdom, and one in Poland. However, brand recognition remains most prominent in the domestic Indian market. IGS could expand its global service delivery footprint by targeting specific verticals or market segments (i.e., midmarket customers) with high-growth potential in these countries to gain more brand awareness.

LEARN MORE

Related Research

- *Market Analysis Perspective: Worldwide Finance and Accounting, BPaaS, and Analytics Services, 2017* (IDC #US41968317, August 2017)
- *Blockchain Investments in Finance and Accounting BPO* (IDC #US42976017, August 2017)
- *Blockchain Services* (IDC #US42913817, July 2017)
- *Market Analysis Perspective: Worldwide Business Analytics Services, 2017* (IDC #US42826717, July 2017)
- *IDC MarketScape: Worldwide Finance and Accounting BPO Services 2017 Vendor Assessment* (IDC #US41237717, June 2017)
- *BPaaS: Budgets, Spend, and the Expected Impact on Finance and Procurement Departments* (IDC #US42556416, May 2017)

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