

The Business Challenge

Scicom was invited by a Global Education Body to tender for the provision of Key Depression Services (KDP) of Scripts and Admin Forms. Accordingly, Scicom submitted that they were in the best position to render their support, services and commitment to the client based on the following key reasons:

- Scicom had over the years successfully managed operations for the client's Service Desk/IT Helpdesk, AA Helpdesk (1st and 2nd Line), Mark Capture and Clerical Marking Trial on a project to project basis.
- Scicom's integrated services leveraged on the following:
Strong emphasis and focus on operating methodologies built on a foundation of certified world class benchmarked processes.
Multiple channel support strategy built on a firm understanding of contact centre technology. Industry leading training and coaching services in customer contact management sphere.
- Scicom was awarded the Best Outsourced Contact Centre Solutions Provider in Malaysia by Frost and Sullivan for 2005 and 2007. Additionally, Scicom were awarded with over 7 awards by the Call Centre Association of Malaysia in 2007 and 2008 for various categories, including Best Outsourced Service Contact Centre in Malaysia and Best Mystery Shopper Results for Outsourced Contact Centre. Scicom was also awarded by the Hong Kong Best Practices Management the Best Practice Gold Award in Outsourcing, in 2007.
- Scicom is a public listed company, and was the first Malaysian BPO to be listed, on the Malaysian Stock Exchange in 2005.

The client were in the process of evaluating and identifying partner(s) for the supply of their KDP services for scripts and admin forms, to support their office in the United Kingdom. Based on the above key reasons, the client highlighted the following requirements:

- A centre that is able to anticipate, relate and react quickly and appropriately to client's KDP service requirements
- A high performance and efficient operations that provides quality and speed
- An operations that will ultimately be scalable and provide discernible returns on investments (ROIs)

Scicom was confident that it had the right experience, skills and passion to ensure that the client's requirements mentioned above will be met and exceeded. In this regard, Scicom proposed the following services:-

- A complete setup and total operational management of a fully outsource offshore centre
- Best-in-class methodology and practices for, Recruitment and People

Key Facts Behind The Solution

Management , Training, Operations Management, Processes, Quality Management and Technology

LOCATION AND FACILITIES

Scicom's proposed solution entailed for the location of the project to be based at its premises in FSBM Building in Cyberjaya, Malaysia. The premises are to be designed to ensure a safe, efficient and conducive environment to attract and retain Scicom's valuable human capital. All workstations are to be fitted out with ergonomic chairs and tables, with an emphasis on comfort and the provision of personal space.

In terms of the of infrastructure, all floors of the buildings will have their own network rooms, which is to be supplied with UPS power to ensure that network reliability is always kept at a high level by avoiding down-time caused by power failures.

Additionally, all floors will also have the option of connecting into the power generator set grid provided by the building management, thereby allowing even the Desktop PCs to operate in the event of a power failure, if required.

Scicom also outlined the following attributes of Cyberjaya, Malaysia as the offshore operations location , which provided the client with a specific edge:

- Cyberjaya is a modern, safe and convenient city in which to operate a data process centre. It has a conducive environment to live in with a high quality of living, and it was in line with Scicom's recruitment strategy for the client
- Malaysia has a skilled multi-lingual labour force that is underpinned by an excellent education system that has led to a literacy rate of over 93%. Over 87% of the people speak English and the area forms as part of Malaysia's centre for education. As such, Cyberjaya has a readily available large talent pool for Scicom to source from.
- Malaysia has low geo-political risk, as it has a stable democratic government system, which adopts positive policies in encouraging a robust economy. Similarly, Malaysia faces no natural disasters, as it sits outside the "Pacific Rim of Fire".
- There is already a resilient infrastructure network in place, which provides low start-up and infrastructure cost for organisations interested to invest in the country.
- Proven offshore centre of excellence for numerous global multi-nationals.

SCALABLE SOLUTION

Scicom had the management bandwidth and experience in managing operations for various Fortune 500 clients which require scalable solutions, as such Scicom was able to provide the client with a scalable and competent solution. As an example, Scicom had assisted an existing UK based client in managing a short-term data entry and outbound call management programme, which involves a varying headcount requirement on a monthly basis. It begins with an initial deployment of 12 agents, ramping-up to 91 agents and subsequently reduced to 5 agents, over a four (4) month period.

BUSINESS CONTINUITY PLAN

Scicom was able to offer the client a comprehensive Business Continuity Plan. Scicom's 'Hot Site', i.e. secondary site, is located in Kuala Lumpur, Malaysia.

Scicom's 'Hot Site' is on a power grid that is different from its main facility. The power grid in the 'Hot Site' has multiple redundancies due to the fact that the location is a prime central business district.

The secondary site will have all of the required resources in terms of Human Resources, Technology and other logistics concern, to allow for the smooth and immediate transition of data in the event the primary site at FSBM Building in Cyberjaya has a failure or is inaccessible.

The secondary site would require 24 hours lead time to be activated and operators can be transported over from Cyberjaya to Kuala Lumpur within an hour. Scicom also provided for several other areas of redundancy requirements, which include the provision of UPS for all servers and network equipments, and certain proportion of Workstations. All key technology facilities are also backed by a Generator Set in the event of a power failure, which allows data centre equipments to continue to function for a minimum of 12 hours.

All systems within the Scicom Data Centre, as well as key systems within the project's facilities, are covered by maintenance contracts with the respective vendors. Key systems have a Service Level Agreement of 4-hour response time, for vendor response, upon a fault being reported.

The Conclusion

Scicom was able to meet the anticipated resource requirement of the client's Global Education operations, in particular the summer series, based on the following:

- Scicom established a defined recruitment methodology with a dedicated recruitment team, which is headed by a Senior Manager.
- As one of Malaysia's largest BPO service providers; Scicom attracted the required talent pool to meet the requirements of the operation.

Scicom put in place unique value-added services for the client, given its track record of successfully managing offshore operations. All Scicom management and operational methodologies were customized and continues to be in place to cater for immediate expansion of the client's business at any given time.