

Efficiency improvement solutions @ scale for a Global Technology Giant

Challenges

The Client was facing challenges in improving the relevancy and hence the click rate for ads being served to the users. The client had identified two key requirements:

- Post Pandemic poor macroeconomic conditions posed challenges on financial optimization to google to achieve double-digit efficiency gains for FY 2023.
- Google was in the process of benchmarking the Suppliers through coordinated financial efficiencies.

Virtusa was required to win the mindshare of the client back with a compelling proposal.

Solution

14% efficiency gains for FY 23, through our solutions with strong reputation & commitment from our high-performance team with our home-grown delivery & process excellence frameworks, gave the client confidence that we were trustworthy partners for both the short and long term.

Solution was build on People | Delivery | Process Transformation:

- Operational efficiencies through 100% WFH model
- Span re structure
- Integrated Operating Model to delivery gold standard performance score card
- Seat Cost Optimization
- Transformational Projects to drive process enhancement

Value delivered

- \$1.9M annual operational savings to Google through **100% work from home Model** with **our Integrated Operating model** ensuring high performance delivery.
- \$648K savings by **support ratio optimization** through delivery excellence model; (TL: 1:25 | Manger: 1:100)
- \$330K **Transformation Projects** in pipeline - FY 23 through our Process excellence pillar focused on innovative process improvement & automation solution.
- Pre-Eye| one level rating: **Process optimization with automation**, reducing 2 level rating to one level rating (Imagine curation)
- **Tool Enhancements:** Template Enhancement to reduce 25% of agent effort
- **Process Optimization:** AHT | Productivity improvements
- \$961K ROI through Premier partner program for FY 23