# GCCs are redefining digital transformation. Know more.

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Industries, service sectors, diverse institutions, or any kind of enterprise across the world cannot escape the reality of digital transformation. Whether it is revamping workflows, automating business operations, or enabling specific functions, adopting digital technologies has become the norm.

Naturally, these benefits and applications also get reflected within the Global Capability Centre (GCC) ecosystem, or is it the other way round? Today, GCCs are no longer considered as back-end machines churning our basic workflow, they are rapidly become innovation hubs that deliver the ‘digital-first’ solution.

Imagine this. A leading global bank finds itself at a crossroads. Customer experience is diving down, competitors are gaining mileage, and traditional transformation efforts just aren't good enough. They could easily look outside for solutions, but instead, they turn inwards to their own GCC.

What happens next? The GCC brings together a cross-functional team, prototypes a digital-first customer journey, rolls it out across multiple markets, and delivers results beyond expectations.

Sounds like a rare success story? Not anymore. Stories like these are quickly becoming the new normal.

GCCs are leveraging the power of digital transformation to enable innovations and creating future-ready systems for business growth. In many ways they are helping organizations rethink how they operate, innovate, and deliver value. How is this happening?

**Data, that matters**At the core of every digital strategy is data. Data has become a real game-changer, helping teams make smarter decisions and turn ideas into actions. Research and development is no longer just about physical prototypes and lab experiments. Today, it’s a combination of technology, data, and engineering expertise, all coming together to bring ideas to life more quickly and creatively.

Data and analytics are transforming the way digital transformation is being adopted within GCCs as well.

GCCs are leveraging data and analytics to drive innovation and product development, improve operational efficiency, enhance collaboration and communication across global teams, personalize customer experiences, and ultimately support digital transformation initiatives.

**Getting agile and active**  
Let’s consider a GCC set-up for a multinational retailer. They were facing slow, paperwork-heavy processes, but with AI-driven tools and cloud platforms, they were able to instantly test and implement solutions. For instance, by using predictive analytics for delivery routes, they could reduce delivery time and costs almost overnight. This agility was able to given them a competitive edge in a global market.

The way things move within organizations is rapidly changing, thanks to the new and emerging digital tech. We are no longer bogged down by slow, cumbersome processes. Instead, we’re operating with the agility of a start-up; trying new ideas, testing them out quickly, and learning what works and what doesn’t. GCCs are taking up this kind of flexibility, moving faster, taking real advantage in a global business scenario where every second counts.

**Reskilling talent and collaborating globally**

GCCs are keeping pace with technology by investing in building digital, analytical, and leadership skills. This way the teams feel confident while navigating the digital world instead of feeling overwhelmed by it.

They are also bringing teams, markets, and time zones closer together. By using digital tools, shared platforms, and cloud-based workspaces, GCCs are empowering the collaboration process. Consequently, innovation and execution are happening in real time, across centres.

**Execution to innovation, digital transformation is a ‘must-have’**

The [report](https://www.moneycontrol.com/technology/nearly-500-mid-sized-gccs-employ-2-1-lakh-professionals-in-india-article-13001092.html), ‘India’s GCC Leap: Capturing Global Mid-Market Momentum’, shares, “In the last two years, 45 new mid-sized GCCs have set shop in India, accounting for 35 percent of new GCCs and 30 percent of new units during this period. While smaller in scale, operating at 40 percent of the size of larger GCCs, these captives are more likely to act as transformation hubs.”

It further adds, “India is currently home to about 47 percent of the global product management talent employed by mid-sized GCCs, and over 25 percent of their DeepTech workforce. Nearly 60 percent of the end-to-end product and platform ownership within enterprise portfolios, especially in the engineering R&D segment, is from India.”

All factors considered, GCCs are no longer just for execution, they are evolving into innovation hubs where actual research and development happens. Global organizations are looking up to GCCs for more and more experimentation and innovation, enabling them to meet their larger business objectives.

At Enablr, our teams and leadership bring proven experience to accelerate your business growth and build future-ready centres that fit your purpose. We are excited to work with your ideas and build high-impact GCCs for your business needs.