

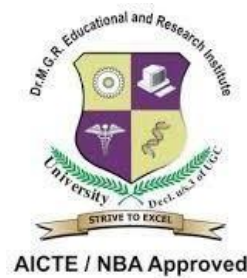
# **A STUDY ON CUSTOMER ENGAGEMENT & ORDER MANAGEMENT**

*Submitted in the partial fulfillment of the requirements  
for the award of the degree in*

## **MASTER OF BUSINESS ADMINISTRATION**

By

**VISHWAPRASD R**  
**(REG NO 23509210101048)**



## **FACULTY OF MANAGEMENT STUDIES**

**Dr. M.G.R.**

Educational and Research Institute (Deemed to be university)

**Maduravoyal, Chennai-600 095**

(An ISO 9001-2008 certified Institution)  
**University with Special Autonomy Status**

**NOV 2024**

# **A STUDY ON CUSTOMER ENGAGEMENT & ORDER MANAGEMENT**

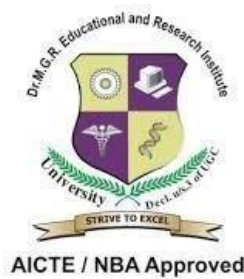
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## **MASTER OF BUSINESS ADMINISTRATION**

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under the guidance of  
**Ms. S RAMYA**

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## **DECLARATION**

I **VISHWAPRASD R** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER ENGAGEMENT & ORDER MANAGEMENT**” is done by me under the guidance of **Ms. S Ramya** is submitted in partial fulfillment of the requirements for the award of the degree in **MASTER OF BUSINESS ADMINISTRATION**.

**DATE:**

**PLACE:**

**SIGNATURE OF THE CANDIDATE**

**Dr. M.G.R.**  
Educational and Research Institute (Deemed to be university)  
**Maduravoyal, Chennai-600 095**  
(An ISO 9001-2008 certified Institution)

**FACULTY OF MANAGEMENT STUDIES**

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the Bonafide work of **VISHWAPRASD R Reg. No 235092101048** who carried out the project entitled “**A STUDY ON CUSTOMER ENGAGEMENT & ORDER MANAGEMENT**” from **04.11.2024 to 04.12.2024**

**Internal Guide**

**Head of the Department**

**Submitted for Viva Voce Examination held on\_\_\_\_\_**

## ACKNOWLEDGEMENT

To acknowledge here, all those who have been a helping hand in completing this project, shall be an endeavor in itself

I extremely thankful to our Chancellor **Thiru A.C. SHANMUGAM, B.A., B.L.**, our President **Er. A.C.S. ARUN KUMAR, B.E.** I express my sincere thanks to our Secretary **Thiru A. RAVIKUMAR** and our Vice Chancellor **DR.S. GEETHALAKSHMI**, I would like to take the opportunity to express my profound gratitude to **Dr. G BRINDHA**, Professor & head, and my project guide, Faculty of Management Studies, for her kind permission to undergo project work successfully.

I thank **Ms. S Ramya** guiding me to execute my final year project. I also thank all faculties and batch mates in Faculty of Management Studies, for their support and guidance throughout the course of final year project.

I thank **Mr. JAGAN P (Managing Director)** for guiding and supporting throughout my project

I owe my wholehearted thanks and appreciation to entire staff of the company for their cooperation and assistance during the project.

Name of the student

**VISHWAPRASD R**

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No. 32/33, Railway Border Road,  
Near Kodambakkam Railway station,  
Kodambakkam, Chennai - 600024



11-Feb-2025

**Relieving cum Experience Letter**

This is to certify that **Vishwaprasad Ravichandran (Emp. Code - P317199)** was working with us as a '**Associate**' in the premises of **Sutherland Global Services Pvt Ltd - Chennai** for the period of 07-Oct-2024 till 26-Dec-2024. **Vishwaprasad Ravichandran** was relieved from our services w.e.f 26-Dec-2024.

During the tenure with us **Vishwaprasad Ravichandran** was found to be sincere & hardworking. We wish **Vishwaprasad Ravichandran** all the best for the future.

Regards,

**For Prompt Personnel Pvt. Ltd**

A handwritten signature in blue ink is written over a circular purple stamp. The stamp contains the text 'Prompt Personnel Private Limited' and 'Mumbai'.

**Authorized Signatory**

Corporate & Registered Office: 612/613, Palm Spring Centre Mind Space, New Link Road, Malad (W), Mumbai: 400 064. Tel No.: +91-022-40549797, Fax No: 40549700

[www.promptpersonnel.com](http://www.promptpersonnel.com)

**DELHI      BANGLORE      HYDERABAD      PUNE      KOLKATA**



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# Introduction



# **Introduction of the Concepts of Internship**

## **Internship Objective and Focus**

This internship emphasizes developing key skills in efficient and personalized customer handling through chat, equipping participants to deliver exceptional support. The primary focus areas include managing multiple chats simultaneously, offering detailed product and service assistance, and guiding customers through website personalization options. Interns will also learn to highlight promotional offers and shipping discounts, enhancing customer engagement and driving sales. By mastering these competencies, participants will gain a robust foundation in customer service excellence.

## **Chat Management and Product Assistance**

Interns will acquire the ability to handle two chats simultaneously, demonstrating multitasking proficiency, prioritization, and the use of personalized templates for efficient communication. This skill includes maintaining accuracy and monitoring customer tone to address high-priority concerns promptly. Additionally, interns will assist customers in understanding product features, comparing options, and providing up-to-date information on new offerings, ensuring customers make well-informed decisions about the company's products and services.

## **Order Placement and Issue Resolution**

Participants will assist customers throughout the order placement process, from understanding needs and providing product details to confirming orders and managing payment processing. They will also learn to resolve order-related issues, such as incorrect items or delayed deliveries, through effective coordination with internal teams and follow-up with customers. Mastery of tracking systems and real-time updates will empower interns to assist customers with monitoring their orders and resolving delivery-related concerns seamlessly.

## **Technical Support and Promotions**

The internship includes addressing website and app usability challenges, such as login issues, payment errors, and navigation difficulties. Interns will guide customers in troubleshooting, escalate technical problems when necessary, and ensure customer satisfaction through consistent follow-ups. Additionally, they will highlight site-wide offers, product discounts, and shipping promotions, encouraging customers to complete their purchases while increasing sales efficiency. This comprehensive exposure prepares interns to excel in both technical and interpersonal aspects of customer service.

# **Industry Profile**

# Industry Profile

## Overview of Business Process Outsourcing (BPO)

Business Process Outsourcing (BPO) involves contracting external service providers to handle specific business functions that are not central to a company's core activities. This allows organizations to reduce costs, improve efficiency, and focus on their primary objectives. BPO services can be categorized into two main areas: front-office and back-office functions. Front-office functions include customer support, sales, and marketing, while back-office functions cover human resources (HR), finance, IT services, payroll, and accounting. By outsourcing these processes, companies can streamline their operations and allocate resources to more strategic areas of business development.

Front-office functions include

- customer support
- sales
- marketing

Back-office functions include

- human resources (HR)
- finance
- IT services
- payroll
- accounting

## Key Segments of BPO Services

BPO services can be classified into several distinct segments, each addressing specific business needs:

### 1. **Voice-based Services:**

These services involve direct interaction with customers, making them essential for maintaining a strong customer relationship. Voice-based services typically include:

- **Customer Service:** Providing support via phone, chat, or email to address customer inquiries, resolve issues, and ensure satisfaction.
- **Telemarketing:** Promoting products or services through outbound calls to potential customers.
- **Technical Support:** Offering assistance to customers regarding product troubleshooting, installation, and technical issues, typically for tech-based products or services.

## 2. **Non-voice Services:**

These services do not involve direct interaction with customers but are crucial for supporting business operations. Non-voice BPO services include:

- **Data Entry and Processing:** Handling the input, management, and organization of data for various business functions.
- **Payroll Management:** Processing and managing employee wages, bonuses, taxes, and other compensation-related tasks.
- **Knowledge Process Outsourcing (KPO):** This involves more complex services, such as research, data analysis, and legal processing, often requiring specialized knowledge or expertise.

## 3. **IT-enabled Services (ITES):**

These services combine BPO with technological support to enhance business operations. Key IT-enabled services include:

- **IT Support:** Providing businesses with technical assistance, including software installation, troubleshooting, and network management.
- **Cloud Services:** Offering scalable and flexible cloud computing resources that businesses can utilize for various applications, from storage to computing power.
- **Cybersecurity:** Ensuring the protection of digital assets, systems, and data from unauthorized access or cyber threats.

## 4. **HR and Recruitment Services:**

BPO services in this area focus on human resources management and recruitment:

- **Recruitment Process Outsourcing (RPO):** Companies outsource their recruitment functions to specialists who handle the entire hiring process, from sourcing candidates to onboarding.
- **Training and Payroll Services:** Offering training solutions to improve employee skills and managing payroll processes to ensure timely and accurate compensation.

## Global Market Dynamics

The global BPO market is valued at hundreds of billions of dollars and continues to experience steady growth due to the increasing trend of outsourcing and digital transformation. The market is characterized by several key dynamics:

- **Market Size:** The BPO market is expansive and growing as businesses increasingly look for cost-effective and efficient solutions for their non-core operations.
- **Leading Regions:**  
The primary players in the BPO industry are India and the Philippines, which dominate the market due to their cost advantages, a large pool of skilled labor, and high English proficiency. These regions have become the preferred outsourcing destinations for companies worldwide, especially in areas like customer service, technical support, and data processing.
- **Emerging Players:**  
While India and the Philippines lead the market, Latin America, Eastern Europe, and parts of Africa are emerging as competitive outsourcing hubs. These regions offer unique advantages, such as proximity to North American clients, diverse talent pools, and cost-efficiency.

## Key Drivers of BPO Growth

Several factors contribute to the ongoing growth of the BPO industry:

- **Cost Efficiency:** Outsourcing non-core functions to regions with lower labor costs enables companies to save on operational expenses, allowing them to invest more in their primary business operations.
- **Focus on Core Activities:** By delegating time-consuming and resource-intensive functions to BPO providers, businesses can focus on their strategic goals, innovation, and competitive advantage in their core areas of expertise.
- **Access to Skilled Workforce:** BPO providers have access to specialized skills and expertise, enabling companies to tap into talent that may not be available in-house, particularly for complex or niche functions.
- **Technological Advancements:** The integration of artificial intelligence (AI), automation, and data analytics is transforming the traditional BPO model, improving efficiency, accuracy, and the overall customer experience. These innovations also streamline business processes and enhance the value of outsourced services.

## Challenges in the BPO Industry

Despite its many advantages, the BPO industry faces several challenges that require careful management:

- **Data Security Concerns:** With the handling of sensitive customer data, BPO providers must implement robust security protocols to protect against data breaches and ensure compliance with global data protection regulations.
- **Cultural and Communication Barriers:** Language differences, communication styles, and cultural nuances can impact the quality of service. BPO providers must ensure that agents are well-trained in cross-cultural communication and customer interaction.
- **Employee Retention:** High attrition rates are common in the BPO industry due to the nature of the work, long hours, and low wages. Retaining skilled employees remains a significant challenge for many companies.

## Future Trends in the BPO Industry

The BPO industry is expected to evolve in response to new technological advancements and changing business needs. Key future trends include:

1. **Automation and AI:** The increasing use of AI and robotic process automation (RPA) will continue to streamline repetitive tasks, allowing businesses to focus on more strategic, value-driven work while improving accuracy and efficiency.
2. **Cloud-based Solutions:** Cloud technology is set to revolutionize outsourcing models, offering businesses the flexibility to scale services up or down as needed. This scalability is particularly beneficial for companies with fluctuating demand for outsourced services.
3. **Focus on KPO and High-end Services:** The industry is moving beyond basic data processing to more complex, knowledge-driven services like legal processes, financial analysis, and research, which require specialized skills and expertise.
4. **Sustainability Initiatives:** With increasing pressure to reduce environmental impact, the BPO industry is expected to adopt sustainable practices, such as eco-friendly office environments, energy efficient technologies, and responsible waste management.

# **COMPANY PROFILE**

# COMPANY PROFILE

Sutherland Global Services, commonly known as Sutherland, is a multinational business process outsourcing (BPO) and digital transformation company. Founded in 1986, Sutherland is headquartered in Rochester, New York, USA, and operates globally with delivery centers across various regions, including North America, Latin America, Europe, the Middle East, Africa, and Asia. Sutherland is one of the world's largest independent BPO companies employing over 30,000+ professionals across 40+ operation centers and business operations located in Brazil, Bulgaria, Canada, China, Colombia, Egypt, Estonia, India, Jamaica, Malaysia, Mexico, Morocco, Philippines, Slovakia, Sweden, United Arab Emirates, United Kingdom, and the United States.

Since inception, Sutherland has remained laser-focused on a single mission: to help our clients maximize their customer lifetime value and increase their competitive advantage by helping drive productivity and efficiency while delivering measurable results.

The focus of the mission is not just cost reduction, but driving business performance improvements across processes spanning revenues, cash flow and capital utilization as well as maximizing customer satisfaction, and enhancing overall competitive advantage of the client organization.

The measureable results of the mission are delivered by the flawless execution of a seamless suite of services – referred to as Integrated BPO – that operate across the entire lifecycle of the Clients' customers and cover both the revenue and cost sides of the client's business operations including corporate functions such as F&A and HR.





## HEAD QUARTERS:

1. Rochester, N.Y



**KEY PEOPLE:**

1. Dilip R. Vellodi – Chairman and CEO
2. Ashok Jain – Chief Operating Officer
3. Darin C. Wright – Chief Client Engagement Officer
4. Jan Uhrich – Chief Delivery Officer
5. Deepak Batheja – Chief Technology Officer
6. Iris Goldfein – Chief People Officer
7. K. S. Kumar – Chief Commercial Officer

**NET REVENUE:**

1. ₹210736 crore

**TOTAL NUMBER OF EMPLOYEES:**

2. 30,000+ employees

**OFFICIAL WEBSITE:**

3. [www.sutherlandglobal.com](http://www.sutherlandglobal.com)

**ACHIEVEMENTS:**

4. Sutherland Global Services, a leading provider of technology-enabled Business Process services was recognized as BPO Organization of the Year at the annual BPO Excellence Awards. The awards are organized by Asian Federation of Business, endorsed by Stars of the Industry Group in association with World HRD Congress and CMO Asia. Sutherland also received the award for Operational Excellence and Quality.
5. Sutherland Global Services Achieves 10, 000 Person Social Responsibility Objective



## **Key Highlights of Sutherland Global Services:**

### **1. CORE SERVICES:**

Sutherland provides a wide range of services including customer experience management, technology solutions, business process outsourcing (BPO), data analytics, robotic process automation (RPA), and cloud solutions. These services are aimed at improving operational efficiency and enhancing customer satisfaction for their clients. The current business landscape, shaped by constant disruption, offers a unique chance for technology-driven companies to cultivate exponential growth and profitability. As adaptable consumption models gain traction, companies seek innovative products while streamlining their global operations and fortifying security measures.

Sutherland specializes in empowering technology and digitally born companies to revolutionize their customer experiences by merging domain expertise, digital ingenuity, and operational efficiency.

We collaborate with clients to chart their customer journeys, pinpoint areas for improvement, leverage design thinking, and digitally revamp their customer interactions. We craft seamless, tech-integrated, Omni channel engagements that fuel customer loyalty, revenue generation, and advocacy.

Whether it's gaining a comprehensive overview of your business's profit and loss or integrating insights across IT services, digital finance, and customer retention, our objective remains consistent: to engineer exceptional experiences for both customers and employees.



## 2. INDUSTRIES SERVED:

Sutherland serves clients across various industries, including healthcare, retail, telecommunications, technology, banking, insurance, travel, and logistics. Their sector-specific solutions help organizations improve productivity, increase scalability, and achieve better business outcomes.

1. **GOOGLE:** Together with Google, we are shaping the future of technology for iconic brands worldwide.
2. **ORACLE:** With Oracle, we provide clients the comprehensive digital solutions they need to succeed.
3. **MICROSOFT:** Delivering cutting-edge enterprise solutions for accelerating digital transformation journeys.
4. **AMAZON:** With AWS, we consistently deliver innovation and tangible business value for clients.
5. **SAP:** Market-leading solutions for streamlining business operations and enhancing customer relationships.
6. **SALESFORCE:** Harness the power of Salesforce's CRM solutions to transform customer experience.
7. **ADOBE:** With Adobe, we help organizations create and deliver compelling digital experiences.
8. **SERVICENOW:** Enabling simplified digital workflows and enhanced service management capabilities.
9. **APPIAN:** Automate business processes via end-to-end AI automation tools.
10. **CELONIS:** Tailored solutions for optimizing business processes and achieving operational excellence.
11. **FINSCAN:** With FinScan, we enable stronger AML and compliance capabilities for enterprises.

12. FINASTRA: Providing a comprehensive suite of technology solutions for the Financial Services Industry.
13. BOLD PENGUIN: Streamlining insurance processes and enhancing underwriting capabilities.
14. USHUR: Enhancing customer experience with service workflow automation solutions.
15. LIDP: Enabling streamlined policy administration for insurance carriers, agents, and brokers.
16. LIVEPERSON: Enabling streamlined policy administration for insurance carriers, agents, and brokers.
17. MICRO FOCUS: Automated testing, patch management, and compliance remediation tools.
18. GENESYS: Contact center solutions for optimizing operations and enhancing customer experiences.
19. VOICE GAIN: Unlocking the value of audio content through speech recognition and NLP technologies.
20. PLAY VOX: Solutions for driving call center operational excellence.
21. UI PATH: With UIPath, we unlock the full potential of automation to drive agility and efficiency.
22. TRICENTIS: Comprehensive test automation and quality assurance solutions.
23. TAZI: Leverage the power of AI and Machine learning to drive business outcomes.
24. QUALTRICS: Partnering to elevate customer experience management for clients.
25. SNOW FLAKE: With Snowflake, we help transform companies into data-driven enterprises.
  
26. VAULT EDGE: Sutherland and Vaultedge partner to pioneer cutting-edge digitization and automation solutions for the complete mortgage lifecycle.
27. ZENDESK: Empowering organizations to deliver exceptional customer support experiences.
28. XELIX: Empowering digital finance operations with AI-powered solutions.
29. PEGA: Enabling streamlined operations and exceptional customer experiences.

### **3. DIGITAL TRANSFORMATION FOCUS:**



Sutherland is heavily focused on digital transformation, leveraging technologies such as AI, machine learning, and automation to drive efficiency and innovation. They offer solutions like virtual agents, conversational AI, and predictive analytics to improve customer experience and optimize business processes.

### **5. GLOBAL PRESENCE AND WORKFORCE:**





With thousands of employees in numerous countries, Sutherland has a diverse workforce. Their global presence enables them to offer 24/7 support and cater to the diverse needs of clients in different regions, providing services in multiple languages and time zones.

## **6. CLIENT-CENTRIC APPROACH:**



Sutherland emphasizes a client-centric approach, customizing their services to fit specific client requirements. This flexibility allows them to create tailored solutions that align with the client's strategic goals and operational needs.

## 7. SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY (CSR):



Sutherland actively engages in CSR initiatives, focusing on sustainable business practices, community involvement, and employee welfare. They work on projects that promote environmental responsibility and social development.

## 8. INNOVATION AND TRAINING:





The company invests significantly in training and development programs to enhance employee skills and stay ahead in technological advancements. Their innovation-driven culture encourages employees to create solutions that improve service quality and address modern business challenges.

## **VISION AND MISSION**



Vision: Sutherland aims to be a global leader in transforming the customer experience through innovative digital solutions.

Mission: To empower organizations with the tools and technologies needed to improve efficiency, enhance customer satisfaction, and achieve growth in the digital era.

With a strong foundation in BPO and a growing emphasis on digital services, Sutherland continues to be a prominent player in the global outsourcing and technology solutions market.

# **Hierarchy of the company**

# Hierarchy of the company



## **DILIP VELLODI**

Chairman & CEO

Dilip Vellodi is the Founder, Chairman, and Chief Executive Officer of Sutherland. As a recognized authority on business process transformation, he leads a team of professionals across five continents, including some of the industry's most experienced technology experts, business engineers, process designers, and operational excellence leaders.

Under his leadership, Sutherland has evolved over the past three decades from a US-based process consulting and analytics firm into one of the world's largest privately held business and digital transformation companies. Today, Sutherland drives measurable outcomes at scale for clients, employees, and communities, with operations spanning the globe.

With significant investments in AI, digital technology platforms, and engineering, Sutherland has solidified its position as a leading provider of business and digital transformation services across multiple industries.



## JAMES L. LUSK

Chief Financial Officer

Jim Lusk is Sutherland's Chief Financial Officer, bringing over 30 years of business and financial management experience across multiple industries. He provides strategic operational and financial guidance to drive business growth. Jim's responsibilities encompass finance, accounting, treasury, financial planning and analysis, tax, internal audit, Sarbanes-Oxley compliance, ethics and compliance, risk management, contract management, legal affairs, procurement, shared services business finance, and investment strategies.



## ASHOK JAIN

Vice Chairman

Ashok Jain, Vice Chairman, brings over four decades of experience in business development and operations management, with a proven track record in building high-growth, technology-driven global sales, delivery, and

process transformation companies. With two decades at Sutherland, Ashok has played a pivotal role in the company's growth and strategic acceleration.



## DOUG GILBERT

CIO & Chief Digital Officer

Doug Gilbert serves as Chief Information Officer and Chief Digital Officer. With an extensive background in product development and technology transformation, Doug has a proven track record of revolutionizing operations and enhancing customer experiences through AI and machine learning. He leverages his expertise to drive innovation and deliver measurable business outcomes. As a seasoned leader in digital transformation, Doug plays a pivotal role in Sutherland's solution architecture, leading the development of the company's digital product and platform portfolio.



## ERIC TINCH

Chief People Officer

Eric Tinch is the Chief People Officer, providing strategic guidance and driving operational excellence across all facets of the Global People Office, encompassing both customer and employee experience. With over 25 years of experience, Eric focuses on enhancing organizational capabilities, readiness, and the digital

transformation of people operations. He is dedicated to delivering HR innovation that brings added value, speed, and simplicity to the business.



## SRIRAM PANCHAPAKESAN

CEO of CME & Tech

Sriram Panchapakesan is Sutherland's CEO for Telecommunications, Media, Technology, Energy, and Utilities. Sriram has over 25 years of experience in CXO advisory and a strong track record in driving product engineering, analytics, and AI initiatives across the telecom, media, technology, manufacturing, and natural resources industries. He specializes in building and leading high-performance teams to deliver technology-driven business and digital transformation, as well as IT cost optimization programs.



## BANWARI AGARWAL

CEO of Banking, Financial Services, Insurance, Digital Business Services, BPaaS, Retail, and Travel and Logistics Practices

Banwari Agarwal is the CEO of Banking, Insurance, Retail, Manufacturing, Travel, and Logistics at Sutherland. Banwari brings deep expertise in digital technologies and operations and over 25 years of leadership experience across the US, Europe, and APAC. His strategic vision has driven transformative outcomes in digital business services across multiple industries, delivering innovative, cutting-edge solutions in finance, HR, procurement, and supply chain management.



## MAKESH BHARADWAJ

CEO of Healthcare, MedTech and Life Sciences

Makesh Bharadwaj is the CEO of Sutherland's Healthcare Practice, where he leads the charge in accelerating digital transformation across payers, providers, med-tech, and life sciences clients. With over 30 years of experience in business and technology transformation, mergers and acquisitions, consulting, operations, and service delivery, Makesh has a proven track record of driving digital transformation and business growth in the healthcare, med-tech, and life sciences sectors.



## DIPANKAR SENGUPTA

CEO of Digital Engineering Services

Dipankar Sengupta is the CEO of Digital Engineering Services at Sutherland. He provides strategic direction and drives market development, revenue generation, and the global fulfilment of Sutherland's digital engineering services. Dipankar is also responsible for shaping value propositions, nurturing talent, and enhancing delivery capabilities for next-gen services, as well as expanding the catalog of platform offerings within Sutherland. Dipankar has partnered with clients over two decades across a diverse range of industries, supporting their strategic business transformation programs with significant investments in customer experience, cloud, digital, and AI technologies.





## NIC GORDON

Global Head of Connected Intelligence

Nic Gordon is the Global Head of Connected Intelligence at Sutherland, where he leads the company's global data and analytics strategy. Nic has dedicated his career, spanning more than three decades, to digital data and analytics transformations. He specializes in digital and data strategy, governance, architecture, business intelligence, and the realization of data value using agile methodologies.



## JIM DWYER

Chief Transformation and Innovation Officer

Jim Dwyer is Sutherland's Chief Transformation Officer, responsible for driving digital and AI transformation across the organization. Jim leads advisory services, as well as insight and design at Sutherland Labs, where he spearheads innovation and sustainable growth initiatives. He has successfully built and scaled digital transformation practices, modernizing customer and employee experiences through technology, throughout his career of more than two decades. His cross-industry expertise in digital transformation allows Sutherland to deliver customized, high-impact solutions for its global clients.



## HARITA GUPTA

Head of Global Experience

Harita Gupta is the Head of Global Experience at Sutherland, where she oversees customer success and drives employee experience initiatives. With over three decades of global experience, Harita has been a key figure in leveraging Generative AI to transform business strategies, advance the industry, and shape the evolving talent landscape.



## K.S. KUMAR

Chief Commercial Officer

K.S. Kumar is the Chief Commercial Officer at Sutherland, having been with the company for nearly 20 years. He is responsible for overseeing Sutherland's global expansion efforts, managing physical assets, driving key market development, and nurturing client relationships. Additionally, K.S. Kumar leads all government and community affairs partnerships.



## ANJU TALWAR

SVP, Deal Governance

Anju Talwar, Sutherland's Deal Governance Officer, has been with the company for over 10 years. With four decades of experience in operations and technology across various industries, she has successfully built and scaled service businesses in global markets, including emerging economies.



## KHALED ALSALEH

Managing Director, Middle East & North Africa

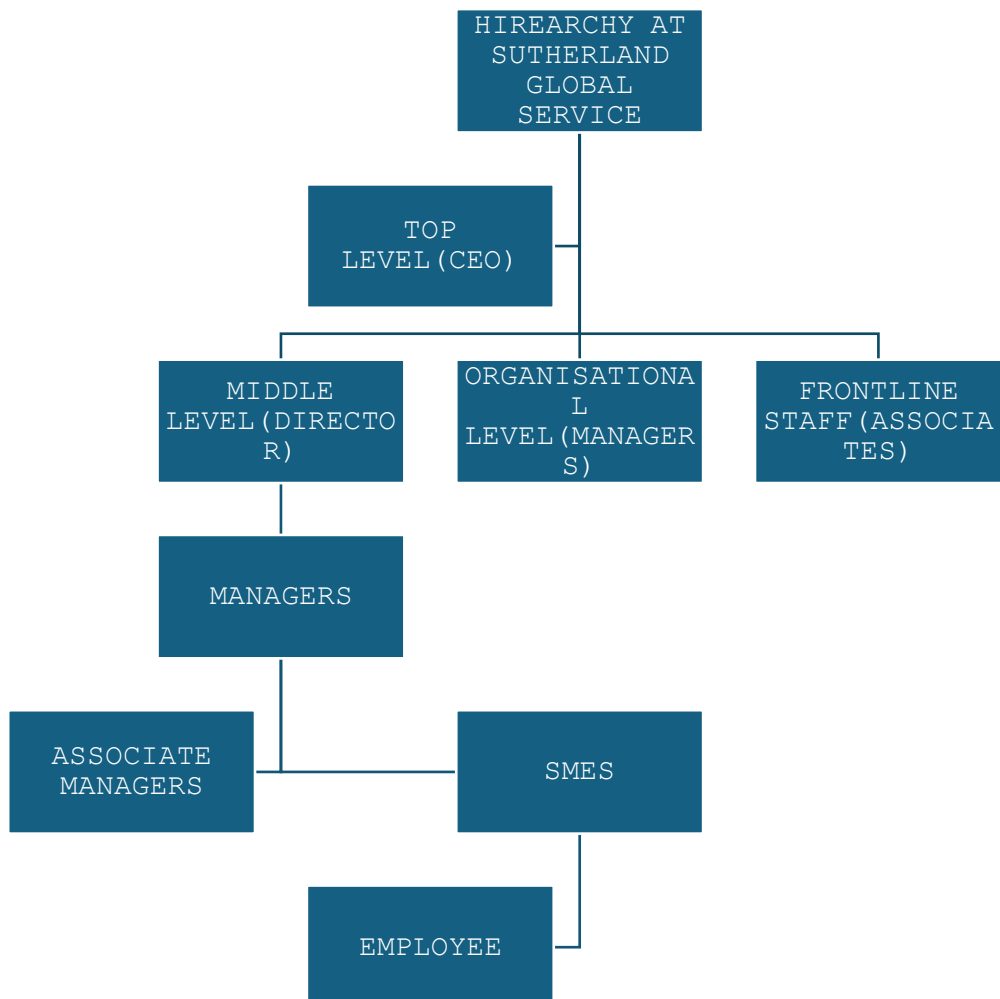
Khaled Alsaleh is the Managing Director of the Middle East and North Africa at Sutherland, where he leads the company's business interests across the region. With over two decades of experience, Khaled is responsible for developing innovative models and crafting digital transformation strategies for clients throughout the region.



## MARIA DOLORES GARCIA

VP, Global Marketing

Maria Dolores Garcia is Sutherland's Global Head of Industry Marketing, where she leads a multidisciplinary team dedicated to driving innovation, growth, and enhancing the Sutherland corporate brand. Maria has more than 25 years of global experience in tech, telecom, media, BFSI, and manufacturing industries, and has a proven track record in implementing go-to-market strategies that deliver measurable results. She oversees Sutherland's marketing and brand strategy across all industry verticals.



# **Activities of the company**

# Activities of the company

**Sutherland Global Services is a global business process outsourcing (BPO) and technology-enabled services company that provides a range of solutions to help businesses enhance their operations. Key activities include:**

## **1. Customer Service**

- Sutherland provides support to customers across industries such as retail, healthcare, and technology.
- Services are delivered through multiple channels, including phone, email, chat, and social media, ensuring accessibility and convenience.
- The focus is on resolving queries, addressing complaints, and ensuring customer satisfaction.

## **2. Technical Support**

- This involves troubleshooting technical problems faced by customers, such as software malfunctions or hardware issues.
- The company employs skilled professionals to diagnose problems and offer effective solutions, enhancing the customer experience.

## **3. Sales and Marketing Services**

- Sutherland assists clients in increasing their revenue by generating leads, acquiring customers, and providing post-sales support.
- Activities include targeted marketing campaigns, upselling, and cross-selling services to boost client sales performance.

## **4. Order Management**

- The company ensures smooth order processes by helping customers place orders, track shipments, and resolve order-related issues.
- It works on optimizing the entire order lifecycle, contributing to seamless customer experiences.

## **5. Data Analytics**

- Sutherland uses advanced analytics to extract insights from customer and operational data.
- These insights help businesses improve customer interactions, streamline operations, and make data-driven decisions.

## **6. Back-Office Support**

- This includes tasks such as data entry, document processing, claims management, and other administrative functions.
- By handling these essential but time-consuming processes, Sutherland allows businesses to focus on their core operations.

## **7. Financial Services**

- Sutherland manages billing, payment collection, and account reconciliation to support financial operations.
- It ensures accuracy, compliance, and efficiency in financial processes, which are critical for business stability.

## **8. IT Services**

- The company provides IT infrastructure management, application development, and digital transformation solutions.
- These services enable clients to modernize their technology, improve operational efficiency, and stay competitive in the digital era.

By offering this wide array of services, Sutherland helps its clients improve efficiency, enhance customer satisfaction, and achieve business growth.

# **Observation of the Company**



# Observation of the Company

## Objectives

The primary aim of this project is to observe and analyze the operational structure and effectiveness of Sutherland Global Services. The study focuses on understanding the key aspects of their customer support services, employee engagement strategies, and overall service delivery mechanisms. By identifying strengths and areas for improvement, this project seeks to provide actionable insights that can enhance organizational efficiency. Furthermore, it aims to explore how Sutherland Global Services maintains client satisfaction and adapts to market trends. The project also highlights the role of technology in streamlining processes and achieving strategic goals.

## Primary Objectives

- To understand the organizational structure and workflow of Sutherland Global Services.
- To assess the effectiveness of customer support operations.
- To analyze employee engagement and retention strategies.
- To evaluate the role of technology in operational efficiency.
- To identify key performance indicators (KPIs) influencing client satisfaction.

## Secondary Objectives

- To compare Sutherland's practices with industry standards.
- To identify challenges faced by employees in delivering services.
- To study the company's approach to training and skill development.
- To explore the impact of market trends on the company's operations.
- To provide recommendations for improving service delivery.

## Scope of Study

1. Focuses on the customer support division of Sutherland Global Services.
2. Covers employee interactions, workflows, and team dynamics.
3. Examines technology usage in process optimization.
4. Analyzes service delivery models and client handling techniques.
5. Includes comparisons with industry benchmarks.
6. Explores employee feedback and satisfaction levels.
7. Studies the impact of corporate policies on day-to-day operations.
8. Identifies areas for potential improvement.

#### Limitations

1. Limited access to confidential company data.
2. Observations restricted to specific departments or projects.
3. Time constraints may impact the depth of analysis.
4. Findings may not be universally applicable across all locations.
5. Dependence on secondary data for industry comparisons.
6. Potential bias in employee responses during interactions.

# **Summarizing the Experience**

# Summarizing the Experience

## Internship Experience at Sutherland Global Services

I joined Sutherland Global Services on October 7, 2024, as part of their Customer Support team. The onboarding process was comprehensive, laying a solid foundation for my role. During the first week of Communication Training, I learned effective chat handling techniques, including setting a professional tone, using the AER framework (Acknowledge, Empathy, Reassurance), probing for customer needs, providing resolutions, and concluding conversations positively. The second week of Process Training provided in-depth knowledge of product personalization, order handling, identifying and reporting website bugs, and promoting site offers and memberships. I was trained to meet key performance metrics, such as maintaining an Average Handling Time of 13 minutes and responding to customers within 2 minutes.

Using tools like Salesforce Production and the Customer Sales Tool, I effectively managed customer interactions and queries. During the Nesting Period, I gained hands-on experience with single and dual chat handling. My responsibilities included verifying customer details, managing accounts, and documenting interactions through concise log notes. A supportive and eco-friendly work environment, along with friendly colleagues, further enhanced my learning experience.

Customer feedback was assessed through a 5-point survey system based on Hire (work quality) and Resolve (solution effectiveness). Within my first week of production, I earned 12 positive surveys with 100% ratings in both categories, earning recognition as a Survey Topper of the Week. This internship provided invaluable experience in customer service, order management, and technical issue resolution. It strengthened my skills in multitasking, professional communication, and problem-solving while reinforcing my ability to deliver customer-centric solutions. This experience has been instrumental in my professional growth, offering insights into the operations of a global BPO.

# **Findings and Suggestions During Internship**

# **Findings and Suggestions During Internship**

## **Findings and Suggestions During Internship Work**

### **Findings:**

1. Chat support agents frequently encounter repetitive queries that could be automated.
2. Customers often face difficulty navigating certain sections of the website, leading to increased support requests.
3. Training programs for agents are effective but could benefit from more real-time scenario simulations.
4. Some customers are unaware of existing self-help tools, which leads to unnecessary support interactions.
5. The chatbot occasionally provides generic responses, frustrating customers with specific issues.

6. High peak-hour traffic increases response times, affecting customer satisfaction.
7. Technical issues, such as website downtime, directly impact chat support volumes.
8. Agents sometimes lack detailed knowledge of certain niche products, leading to delayed resolutions.
9. Feedback collection methods are underutilized, missing opportunities for deeper insights.
10. The escalation process for unresolved queries is not always seamless, causing delays in complex cases.

**Suggestions:**

1. Enhance the chatbot's capabilities to handle a broader range of common queries, reducing the load on human agents.
2. Redesign the website's FAQ and help section to make it more intuitive and comprehensive.
3. Introduce periodic refresher courses and mock sessions for agents to improve their readiness for complex scenarios.

4. Implement multilingual support to cater to a diverse customer base.
5. Promote self-help tools more effectively through proactive communication.
6. Optimize staffing schedules to handle peak-hour traffic efficiently.
7. Invest in website stability improvements to minimize downtime.
8. Provide advanced training modules focused on niche products and services.
9. Develop better feedback collection tools to gain actionable insights.
10. Streamline the escalation process with clearer protocols and dedicated resolution teams.



# CONCLUSION

## Conclusion

The internship at Shutterfly's customer chat support department has been an invaluable experience that bridged academic learning and practical application. Through this journey, I gained first-hand exposure to the complexities and challenges of customer support in a technology-driven business environment. The internship offered a unique opportunity to develop critical skills, including communication, problem-solving, and the ability to navigate professional tools and platforms.

One of the most rewarding aspects was observing the synergy between technology and human expertise. From chatbot automations to CRM systems, it was evident how modern tools streamline operations while maintaining a human touch. The insights into customer behavior, preferences, and expectations underscored the importance of empathy and adaptability in service roles.

Additionally, the internship highlighted the significance of teamwork and continuous learning. Collaborating with experienced professionals provided valuable perspectives, while the structured training programs enhanced my ability to address real-world customer concerns effectively. The exposure to Shutterfly's organizational values and commitment to innovation reinforced my understanding of what it takes to thrive in a competitive market.

In summary, the internship served as a stepping stone for personal and professional growth. It not only enhanced my technical and interpersonal skills but also deepened my appreciation for the pivotal role of customer support in driving business success. With the insights and experiences gained, I feel better equipped to contribute meaningfully to similar roles in the future, fostering positive customer experiences and business outcomes.