

Aegis BPO Services

www.aegisbpo.com

Year of Incorporation: 1992

Category of Innovation: Business Innovation



Company overview: BPO services provider specialising in voice and non-voice call center services and back-office solutions.

Innovation: In less than 5 years, Aegis has grown from a 2500 to a 30000 employee organization riding on the back of 11 successful acquisitions. The successful integration of these acquired companies depends largely on its innovative models and processes: The E2C model, taking care of the emotional and compensation needs of every employee, leading to a collaborative atmosphere.

The Five 9s, a scientific process, has enabled it to remove ambiguity and build a positive environment, following an acquisition. Five 9s consists of specific tasks that are completed in 9 hours, 9 days, 9 weeks and 99 days from the time the acquisition is announced.

Impact of Innovation

External: The innovation has enabled Aegis to create significant impact in terms of increasing employment opportunities. By expanding its operations into numerous tier 2 cities, Aegis has been able to spur economic growth in these regions.

Internal: Aegis has experienced a 650 % increase in sales as well as a 1092 % jump in the number of its customers. The company has grown from a USD 60 million in 2004 to a USD 450 million entity in 2008.

The innovation has enabled Aegis to quickly build additional capabilities, completing its management of the customer lifecycle. Collections, retention management and entry into the domestic Indian market are some of the areas where the company has gained competitive advantage owing to the innovation. While acquiring competencies through its take-overs, Aegis has also managed to build up an enviable customer base, which has consistently rewarded the company's delivery diligence with incremental business. Employee retention and satisfaction levels meanwhile have increased and attrition levels, at seven percent, have been lower than the industry average. The innovation has increased Aegis' base of operations and scale, considerably reducing its risk profile.

Customer speak:

“Aegis’ flexibility and quick response is one of the reasons we like doing business with the company. The Perfect Service venue was great. It showed your associates that you do care about them. This will further solidify our partnership.”

Todd Stephens, Director, Vendor Operations, Humana

