

## WORK-AT-HOME SOLUTIONS

### THE KEY TO LONG-TERM BUSINESS RESILIENCE

#### WHAT DOES NOT BREAK YOU MAKES YOU STRONGER

If you look at it this way, challenges, however big they might be, are just means to strengthen you. Sure, the COVID-19 pandemic has thrown several unprecedented challenges to the business world. Nothing prepared us for this crisis. But with rethinking, re-strategizing, and quick resolution, it is not only possible to overcome these challenges but achieve business resilience for the future.

To cope up with these challenges, companies are forced to accelerate the adoption of digital and work-at-home technologies. While these technologies have been there for decades, most industries were slow to adopt them until social distancing and lockdowns became our reality.

While it is unfortunate that a worldwide pandemic was needed for industries to wake up to the remote delivery solution, there are a few long-term benefits of adapting to these changes.

AS THE PRESENT CRISIS WREAKS HAVOC TO THE EXISTING BUSINESS PRACTICES, ORGANIZATIONS MUST ADAPT TO THE CHANGES TO SURVIVE. THE KEY CHALLENGES THAT COMPANIES ACROSS ALL INDUSTRIES FACE TODAY ARE:

- Minimal workforce
- A surge in customer interaction
- Poor customer service
- Reduced revenue

#### CONTINUING BUSINESS OPERATION AMID A GLOBAL CRISIS

In the present crisis, the importance of serving clients and customers in their hour of need has increased manifold. From a very early stage of the pandemic, business leaders started working on their business response plans as finding the right contingency plan to mitigate disruption is the only way one can overcome the crisis. BPO leaders too, have helped their customers to come up with the right contingency plan through:

- Proactive outreach to clients and employees with a plan of action
- Ensuring safety measures for the employees
- Transitioning agents into a work at home environment
- Constant monitoring of the situation

As the COVID-19 pandemic reached a global scale, forcing governments to issue stay-at-home regulations, international travel bans, and total lockdowns, businesses began to see the work-at-home agent-based delivery model as a business imperative.



#### FUSION'S RESPONSE TO THE COVID-19 CHALLENGES

Being an outsourcing provider with over 32 years of experience in delivering work-at-home solutions to its clients, Fusion was among the first few BPOs to recommend the work-at-home delivery model to complement the business continuity plans of its clients. Besides ensuring business continuity, the delivery model can also offer the right balance of agility, flexibility, and scalability while ensuring the health and safety of our agents.

##### SOME KEY INDUSTRIES THAT BENEFITTED FROM OUR WAH DELIVERY MODEL ARE :

- Healthcare
- BFSI
- Energy and Utilities
- Ecommerce
- Non-profit
- Travel and hospitality
- Food delivery
- Communication

We began the rapid transition to a home-based work environment in many of our centers from march 2020 and finished transitioning 90% of our 6000+ workforce to a WAH delivery model by the end of the month. With remote agents, we were able to maintain proper social distancing in our brick and mortar contact centers while ensuring zero disruption to our clients' business operations.

#### WORK AT HOME SOLUTION: THE KEY TO FUTURE BUSINESS SUCCESS

Beyond business continuity and contingency planning work-at-home delivery model can add several benefits to your company's customer service:

##### Access to an untapped talent pool

A work-at-home delivery model allows you access to a geographically dispersed talent pool. With agents enjoying better work-life balance, their productivity level also improves.

##### Business resiliency

The work-at-home delivery model allows you to be ready for any future crisis, including natural disasters and technical crisis.

##### More flexibility

The model allows you more flexibility to manage seasonal call volume spikes or any unprecedented call volume spikes at short notice.

The work-at-home model allows reduced overhead costs and increased employee and customer satisfaction. Therefore, incorporating a work-at-home call center solution to your existing customer service strategy is a win-win situation for all.



#### WHAT MAKES FUSION'S WORK-AT-HOME SOLUTION STAND OUT?

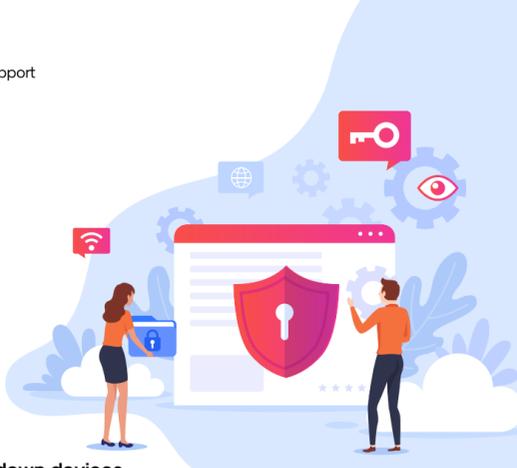
- 32+ years of experience
- Presence in 8 countries
- 6000+ total employee strength worldwide
- 90% transition to WAH-delivery model
- 3000+ home-based agents
- 4 communication channel support (voice, email, social media)
- 40 languages

#### YOUR DATA SECURITY IS OUR TOP PRIORITY

Data security is one of the major concerns of companies who have a strong reservation against the work at home model. As a global BPO leader, Fusion takes data security seriously and adheres to important security regulations.

Besides risk assessment, implementing rigorous control & policies, and monitoring with our proprietary tools, Fusion takes several measures to ensure data security:

- Secure access control
- Encrypted data communication
- No storing of data locally
- Two-factor authentication
- Lockdown devices



#### REMOTE EMPLOYEE MONITORING USING OUR PROPRIETARY TOOL

Our proprietary employee management tool allows us to monitor all our agents – remote and on-premises alike. The tool also allows us to deliver real-time agent feedback and track attendance, tardiness, and overall agent performance regularly, ensuring better control over our entire workforce.

#### WORK-AT-HOME DELIVERY MODEL: THE ANSWER TO LONG-TERM BUSINESS RESILIENCE

Despite the worldwide disruption and human suffering, COVID-19 has given us a few important lessons. With people finding new ways to reconnect, businesses embracing new technologies to adapt to the changing scenario, the crisis is only making us stronger to brace any future crisis.

As the work-at-home model, with its multiple benefits, has a rapid adoption rate during this global health crisis, we believe it will have an important role to play in future business resilience planning. The agility, flexibility, and scalability the model offers will continue to help businesses deliver superior customer experience in any situation.



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