

# Expérience client omnicanale et plateforme BPM



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Vous avez l'opportunité de vous associer à une entreprise indienne rentable et de grande envergure, spécialisée dans l'expérience client (CX) et la gestion des processus métier (BPM), avec une forte présence sur le marché national et des ambitions internationales croissantes.

L'entreprise a déjà déposé un DRHP dans le cadre d'une proposition de cotation en bourse, faisant ainsi preuve de normes de gouvernance institutionnelle et de transparence opérationnelle.

L'entreprise fournit des services aux grandes entreprises indiennes, aux multinationales opérant en Inde et aux marques nationales de taille moyenne.

### Aperçu des activités

- Répartition géographique des recettes : 100% Inde (domestique)
- Empreinte opérationnelle : 24 centres de livraison dans 12 villes
- Capacité linguistique : 13+ langues indiennes
- Industries desservies : 10+ secteurs
- Durée du contrat : 1-3 ans
- Profil du client : Grandes entreprises, multinationales ayant des activités en Inde et entreprises indiennes établies

### Capacités de base

- Opérations des centres de contact entrants et sortants
- Assistance à la clientèle vocale et non vocale
- Courriel, chat et engagement numérique
- Support technique et gestion du cycle de vie du client

### BPM et solutions de back-office

- Externalisation des processus

#### GROSS REVENUE

\$ 50,000,000

#### BUSINESS TYPE

Centre d'appel

#### COUNTRY

Inde

#### BUSINESS ID

L#20261009

- Gestion des données
- Programmes d'acquisition et de fidélisation des clients
- Services de soutien spécifiques à l'industrie

## **Plate-forme Deep India**

- Présence sur 24 sites dans toute l'Inde
- Redondance multi-villes et capacité évolutive
- Accès à des viviers de talents diversifiés
- Solides compétences en langues régionales (plus de 13 langues indiennes)

## **Une clientèle nationale bien établie**

- Relations à long terme avec des contrats de 1 à 3 ans
- Exposition à plus de 10 secteurs d'activité
- Forte base de revenus récurrents

## **Des résultats probants en matière d'exécution**

- Des opérations échelonnées sur plusieurs années
- Expérience de travail avec de grandes entreprises
- Préparation de la gouvernance institutionnelle (processus de cotation publique préalable)

L'entreprise entre dans une phase d'inflexion stratégique axée sur :

## **Expansion internationale**

- Présenter activement des offres à des clients basés aux États-Unis
- Positionner l'Inde en tant que centre de livraison mondial rentable
- Tirer parti de la force d'exécution pour servir les marques internationales

## **Diversification des services**

- Développer des offres CX numériques à plus forte valeur ajoutée

- Améliorer l'automatisation et l'intégration des technologies
- Remonter la chaîne de valeur au-delà du BPO traditionnel

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