



## Case Study - Data Management Services (Data Entry)

### Delivery Model

Remote Management, Trained Resources

### Project Details

6 years and ongoing...

One Delivery Manager with a team that can be scaled up or down based on volumes.

### Business Value Delivered

3.2 millions forms processed.

Data accuracy of 99.5%, with a TAT of 4 hours.

Ramp-up on a short notice.

## Achievements

By exceeding TAT, DesiCrew facilitates smoother cash flow for our clients.

The project emphasizes the key components of DesiCrew's delivery model - Data Security, Productivity, Quality and Cost.

DesiCrew aligns its operations with client's fluctuating volume patterns. This flexibility gives a cushion to the client in times of uncertainty.

DesiCrew works with client on Process Improvement and Re-engineering.

### Background

- Our client is India's leading private life insurance solutions provider, offering a range of individual and group insurance solutions.
- Our client's sensitive customer data - scanned images - has to be digitized into easy-to-query database to access information and generate real-time reports. This process is essential from a KYC compliance perspective. This activity comes with a stringent TAT of 4 hours, and an even stringent quality level of 99.5%.

### DesiCrew's Solution

- Crewmates assigned to this process undergo a training program, with stringent qualifying scores of 95%+ to transition to the production floor.
- Crewmates remote-access client's system to view scanned images and enter data directly into the client's database.
- Team-leads monitor productivity, accuracy, and login times to ensure optimum utilization of resources.
- Data is processed and entered into the client's system with in 4 hours from the time it is uploaded.

### Operational Advantage

- DesiCrew handles critical back-office activities, allowing clients to focus on their core competencies.
- Efficient floor management and lower attrition ensures seasonal spikes are handled efficiently.
- Daily MIS assists the client to monitor operations on a real-time basis.
- Bio-metric based security system.