



Case Study

Project Name	Name-On Cards
Client	A large firm in the USA providing Promotion fulfillment services,
Volumes per annum	Approximately 10 million forms per annum
Mode of delivery of images	Over secured File Transfer Protocol
Mode of upload of data to client	Over secured File Transfer Protocol
Turn around time	3 hours from receipt of the images at Tricom. 100% returned daily, within TAT
Process followed	<ul style="list-style-type: none"> ✓ Splitting images into batches. ✓ Double Key ✓ Compare ✓ Quality checks ✓ Final checks ✓ Deliver cumulated data to client
Challenges faced	In order for our customer to process/fulfill promotional programs on behalf of their clients, our customer had to accurately and promptly capture critical information from each form, form type and apply very specific business rules applicable to most pieces of information on these forms.
	In addition, our customer was never sure of the volume of forms that would be submitted on an hourly basis – it could be zero or in the tens of thousands! Regardless of the volumes, our customer had committed to a capturing turn-around-time of less than 3 hours from receipt.
How Tricom helped transform client's business	The Complex business rules were moved into the software layer so that the processors needed to remember very few, least complex rules.
	Auto distribution application was introduced so that the operators were ensured a continuous flow of batches using the First In First Out approach where in the first batch received from the client would be processed first and the output uploaded first. This ensured a continuous outflow of output to the client as per the Turnaround time. Processors could also gain productivity as this reduced the wastage of time.
	Regular feedback based on the error reports generated ensured the quality of data was maintained.

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	<p>Tricom has processing centers at Mumbai, Nashik & Chennai in India. These sites were utilized to key in the data to maintain the large volumes & TAT. Cross training was also done across staff of various projects to increase the pool of staff available for the project.</p> <p>The added benefit was this could be used as a Business continuity plan.</p> <p>Tricom added a data merge phase for all data elements processed out of the different facilities.</p> <p>This ensured that the client expectations were met in totality while the data was supplied back to the client as a consolidated entity</p>
<p><i>Value to the Client</i></p>	<p>The primary value of this operation is reduced labor costs, The outsourcing project will save over \$9 per labor hour the client used to pay their full time and temporary resources. The estimated savings for the client at peak volume will be greater than \$2 million per year.</p>
<p><i>Client appreciation</i></p>	<p>The client has repeatedly acknowledged the 'out of box' thinking brought in by Tricom along with technical insights provided by Tricom to manage this project with high quality given high volumes.</p> <p>Tricom is today considered as a valuable partner of the client based on the relationship growing from strength to strength since 2008.</p>

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