Evolving consumer technologies are shaping the needs and expectations of users, while opening up opportunities for business and productivity improvements. Yet, as enterprises begin to explore these opportunities, they are often frustrated by end-user support operations based on controlled technology environments with limited systems and capabilities.

As a result, when users encounter problems, they must then navigate a maze of functional silos, and raise multiple tickets, while receiving little or no guidance.
This is because support services’ success, or failure, is measured by their effectiveness in resolving individual tickets, not in their ability to fix breakdowns at the source, or follow the chain of technology issues to get users up and running again, leading to frustrated end-users, increased expenses, and diminished end-user and service-desk productivity.

Genpact’s end-user computing (EUC) solution enables an intelligent approach to support, catering to the user’s individual business needs, instead of cookie cutter solutions enhancing end-user experience, reducing costs, and improving productivity across the enterprise.

The failure of traditional IT end-user support systems

In light of industry trends toward self-service, mobile integration, and Bring Your Own Device (BYOD), enterprises today increasingly recognize the importance of superior end-user experience. But the scale of user demand is growing faster than ever, with each person using technology differently and with increasingly varied requirements, over 80% of enterprise incidents today stem from the requirements related to diverse end-user devices. Clearly, the one-size-fits-all model of end-user support is failing. The need for end-user focused multi-channel support, combined with smarter analytics, has never been more acute.

Meeting every challenge the right way

Genpact’s end-user computing solutions reimagine end-user touch points with effective technology and analytics applied to IT service management processes, delivering personalized services that enhance business productivity and customer satisfaction while reducing service-desk spend.

Our Smart Enterprise Processes (SEP℠) proprietary framework helps enterprises reimagine user-support operations, and integrate them with effective Systems of Engagement™, core IT, and Data-to-Action Analytics℠ to realize business outcomes, such as lower operating costs, increased customer satisfaction, and higher end-user productivity.

End-user computing: Intelligent Operations℠

Genpact’s approach to end-user computing enables enterprises to: identify and measure metrics and outcomes that matter, such as MTTR and FCR; reimagine underlying processes and enhance visibility into operations via integrated views of customer and user data, supported by analytics and technology; drive effectiveness by remote resolution, automation, and ShiftLeft℠; implement analytical models that link service costs, customer experience, and advocacy; and, after steady state, drive continuous improvement through enhanced customer listening, improved segmentation, and significantly elevated service levels. The result is Intelligent Operations℠

We enhance clients’ end-user support operations through:

- **Transformed processes** enabled by strategic assessment, process benchmarking, SEP℠, ITIL-based process management, and consulting services
- **Innovative technologies**, such as robotic automation, multi-channel support, cloud-based solutions, effective mobility, and IT asset utilization
- **Effective Data-to-Action Analytics℠**, including incident analytics, personalization-of-services analytics, and predictive analytics
- **Advanced organizational models** driven by globally integrated processes, follow-the-sun delivery models, and cross tower and cross-vendor orchestration
Moreover, Genpact offers specialized suites of support tools for its partners in the life sciences, banking and capital markets, high tech, and consumer packaged goods industries.

**Life sciences**
- R&D: “White-glove” support for non-standard workplace environments
- Clinical trials: Dedicated setup for clinical trial centers and clinical investigators
- Manufacturing: Clean room support
- Regulatory: GxP certification for agents
- Social media integration with service management

**Banking and capital markets**
- Branch support: VDI and Pass Book printers
- IT service management and command center services
- Trade floor support

**High tech**
- Customer support: Technical support and collaboration with customer service
- Product development: Feedback based on analysis of customer complaints and social media
- After-market services

**Consumer packaged goods**
- Storefront support, introducing PoS
- End-user operations transformation
- Distribution: Solutions for day-begin and day-end processes
- Supply chain: Mobile support for truck drivers and distributors
- Manufacturing: Technical support for users
- InstaDesk: Handling sudden spikes in service consumption
Intelligent, adaptable, and cost-effective

Genpact’s end-user computing solution exceeds client expectations by focusing on the optimization of three business outcomes: end-user experience, end-user productivity, and cost optimization.

End-user experience improvement through segmentation that enables personalized support, and multi-channel support for device agnostic care. In addition, BYOD support, smart peer-to-peer systems and “white-glove” IT concierge services enable “anytime, anywhere” access, leading to a 15–20% improvement in end-user satisfaction, with up to 12% lower operating costs.

End-user productivity

Minimized process breakdowns through integrated, seeded service management teams that leverage lean six sigma frameworks, and end to end SLA/KPI monitoring leads to an improvement in end-user uptime between 10-15%.

Cost optimization

Service cost reduction through a combination of automation, self-healing systems, incident reduction, enhanced Level-0 effectiveness, and increased remote resolution of up to 75%, drive a 15–20% reduction in mean time to resolution (MTTR), software license optimization of 10-20%, and up to 15% fewer field visits.

The Genpact impact

Over the course of 16 years, we have developed peerless support capabilities and expertise in diverse markets. We employ more than 2,000 agents, speaking over 25 languages, around the world, who in turn support over 1.1 million end-users globally. We have accumulated more than 400 man-years of IT support management consulting, and delivered $106 million in business impact for our clients.

About Genpact

Genpact (NYSE: G) stands for “generating business impact.” We design, transform, and run intelligent business operations including those that are complex and specific to a set of chosen industries. The result is advanced operating models that support growth and manage cost, risk, and compliance across a range of functions such as finance and procurement, financial services account servicing, claims management, regulatory affairs, and industrial asset optimization. Our Smart Enterprise Processes (SEP™) proprietary framework helps companies reimagine how they operate by integrating effective Systems of Engagement™, core IT, and Data-to-Action Analytics™. Our hundreds of long-term clients include more than one-fourth of the Fortune Global 500. We have grown to over 70,000 people in 25 countries with key management and a corporate office in New York City. Behind our passion for process and operational excellence is the Lean and Six Sigma heritage of a former General Electric division that has served GE businesses for more than 16 years.

For more information, contact, technology@genpact.com and visit www.genpact.com/home/solutions/it-infrastructure-services/end-user-computing

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