



**Pactera BPO**

**SSON 2014  
Zhengzhou, Henan  
China**





## Moving up the value chain and offering higher value services to your customers

1. Examining where you can add business value while achieving significant cost savings
2. How the company established its presence in this growing market
3. Reviewing the key challenges of moving up value chain for BPO business in China



Ronald Cheung



Srirajan  
Rajagopalant  
(Roger)

## ➤ Landed in China Hong Kong Airport in 1988

posted to Hong Kong by TATA for Consulting work with HAECO





# Aircraft Maintenance



LM NON ROUTINE AND CONTINUATION WORK CARD

Sheet 3 of 5

Customer <u>CX</u>	Check Type <u>DI</u>	Originated By	Job No. <u>N0x01862</u>
A/C Reg. <u>H28</u>	Date <u>4 SEP 18</u>	Originating C/N	Job No. <u>D3E4014</u>
A/C Type <u>B744</u>	Trade		NRC No. <u>23</u>

Defect/Action Req:

Work Done:

Mech. Sign. Staff No. Date

CERTIFICATION MADE IN ACCORDANCE WITH GTI-P-002 Sign Auth. No. Date

Item No.	Continuation Work Sheet	Sect. Code	Man-hours	Mech.	Auth.
7	Defect/Action Req: <u>REPLACE SPLITTER AREA SENSE LINE IN VL30064</u>	<u>Link2</u>	<u>2.0</u>	Sign. <u>[Signature]</u> Staff No. <u>206760</u>	Auth. No. <u>18</u> Date <u>18/09/2018</u>
	Work Done: <u>SENSE LINE IN VL30064</u>				

met Ronald at the BPO & IT conference in HK



Mr. Ronald Cheung, the Chief Executive Officer of Lifewood Data Technology Limited (Right) and his teammates jointly



## Industrialized BPO

Image Audit, Classify and OCR Repair

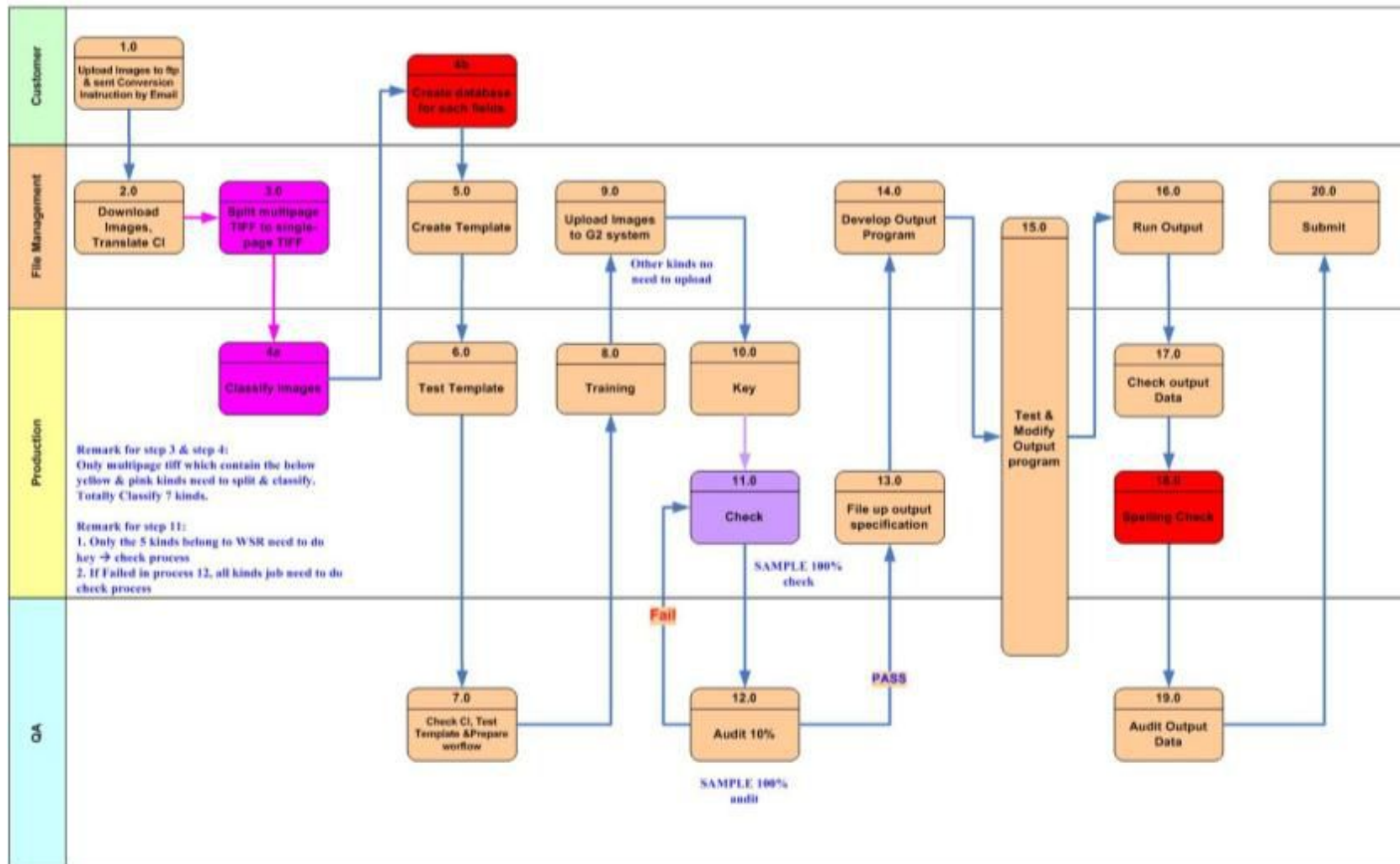


**Handle 5 million images per day  
2,000+ operators 18 centers  
24 x 7**





# Aircraft Maintenance Project Workflow





## Large Scale Scanning Production Facility at Xiamen



## ► Aircraft Maintenance – Handwritten Data

LM NON ROUTINE AND CONTINUATION WORK CARD

Sheet 3 of 5

Customer <u>CX</u>	Check Type <u>DI</u>	Job No. <u>N0X01862</u>	
A/C Reg. <u>H0X</u>	Date <u>4 SEP 10</u>	Originated By	Job No. <u>D3FH014</u>
A/C Type <u>744</u>	Trade	Originating C/N	NRC No. <u>23</u>

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Item No.	Continuation Work Sheet	Sect. Code	Man-hours	Mech.	Auth.
7	Defect/Action Req: <u>REPLACE SPLITTER AREA SENSE LINE IN VL30064</u>	<u>Line 2</u>	<u>2.0</u>	Sign. <u>[Signature]</u> Staff No. <u>26760</u>	Sign. <u>[Signature]</u> Auth. No. <u>[Signature]</u>
	Work Done: <u>SENSE LINE IN VL30064</u>				

### Handwritten data indexed with Aircraft Data Dictionary

- Historical Archive of NRC
- Scanned and Indexed over 20million pages
- Routine support every month to process about NRC
- 99% to 99.5% character level accuracy depending on field
- team size ramp up to approx. 120 people



# Full Text Search

by Date, ATA, Doc Type, Part Number, Serial Number,  
Repair Description or other



**WING ENGINEERING CO.LTD.**  
SUPPLEMENTARY WORK SHEET

Job No: UFL0119

Originating Card: L011      Date: 06-01-2011      Sheet Control Number: 1

No	WORK REQUIREMENT/DEFECT	ACTION TAKEN	MECH	AUTH
1	PLS REPLACE THE WHEEL AS PER AMM 32-45-01.	THE WHEEL REPLACED AS PER AMM 32-45-01.		
ORIGINATOR: 547812    REP    AE    6.00				
2	PLS INFLATE THE WHEEL TO CORRECT PRESSURE AS PER AMM 12-15-06.	INFLATED PRESSURE AS PER AMM 12-15-06.		
ORIGINATOR: 547812    Svc    AE    1.00				
ITEM NOT USED				
ITEM NOT USED				

Certified in accordance with EPM-Quality, 12.1

B-HQ-WRC-L0011.tif      Page: 2/4

Remark:

Problem ☐ 4/540    Prev    Next

ColumnName	Data
Image Name	B-HQ-WRC-L0011_2.tif
JOB NO#	UFL0119
PAGE	1
ORIGINATING ...	L011
ITEM	1
Work Require...	PLS REPLACE THE WHEEL AS PER AMM 32-45-01.
TRADE	AE
ESTIMATED MA ..	6.00
OPEN UP/REMOVAL	THE WHEEL REPLACED AS PER AMM 32-45-01.
AUTH	
DATE	
CLOSE UP/REC...	
AUTH1	TA477
DATE1	06-Jan-2011
PART NUMBER OFF	
PART NUMBER ON	
SERIAL NUMBER...	
SERIAL NUMBER...	
GEN	
ITEM1	2
Work Require...	PLS INFLATE THE WHEEL TO CORRECT PRESSURE AS PER AMM 12-
TRADE1	AE
ESTIMATED MA ..	1.00
OPEN UP/REMO...	INFLATED PRESSURE AS PER AMM 12-15-06
AUTH2	
DATE2	

- AF - Airframe
- EN - Engine
- EL - Electrical
- IN - Instrument
- RA - Radio
- AI - Avionics Inspection
- NT - Non Destructive Testing
- IS - Airframe/Engine Inspection
- FA - Fabric/Retrim
- SB - Seat maintenance
- SE - Safety Equipment
- PT - Painting
- CL - Cleaning
- SM - Sheet Metal
- CR - Corrosion

**lifewood**

**2004**

Started  
Operation.  
JV with USA



**2009**

Established  
**Rural China BPO**  
model

To support  
Ancestry.com

And Mormon Church

**pactera**

**2012**

Merged with  
**Pactera**  
to become China's  
largest ITO  
company

Established **Benin**

**2006**

Built up  
11,500 sq.m  
pure play  
**Industrialized**  
BPO center in  
Dongguan

**2008**

Joined  
After  
Meeting  
At Conference



**2011**

Merged with  
VanceInfo as the  
Global BPO arm  
Established Rural  
BPO in **Bangladesh**  
and  
Researched on  
**Africa**

Also integrated  
**Physically**





## BPO HQ (Dongguan)



- 8<sup>th</sup> year
- Total area of 15,000sq meters
- Facility Lease: until 2017 with another 5 years extension
- 3 buildings with own power generator
- Dormitories for all staff
- 650-800 staff
- 18% have been with BPO centre for over 5 years
- 30 management staff
- Multi-cultural
- Chinese, Malaysian, Indian, American, Hungarian, Canadian and British

German

[illegible]

# French

**REPORT NUMBER**  
FD-302a (Rev. 10-6-95)

**BOOKEND TABLEAU**

Report of Officer SA Date 11/11/01

Case No. 100-443887

Section 100-443887

Officer's Name and Title		Reporting Period										Reporting Period										Reporting Period									
		11/1/01		11/2/01		11/3/01		11/4/01		11/5/01		11/6/01		11/7/01		11/8/01		11/9/01		11/10/01		11/11/01		11/12/01		11/13/01		11/14/01		11/15/01	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
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1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25							

Italian

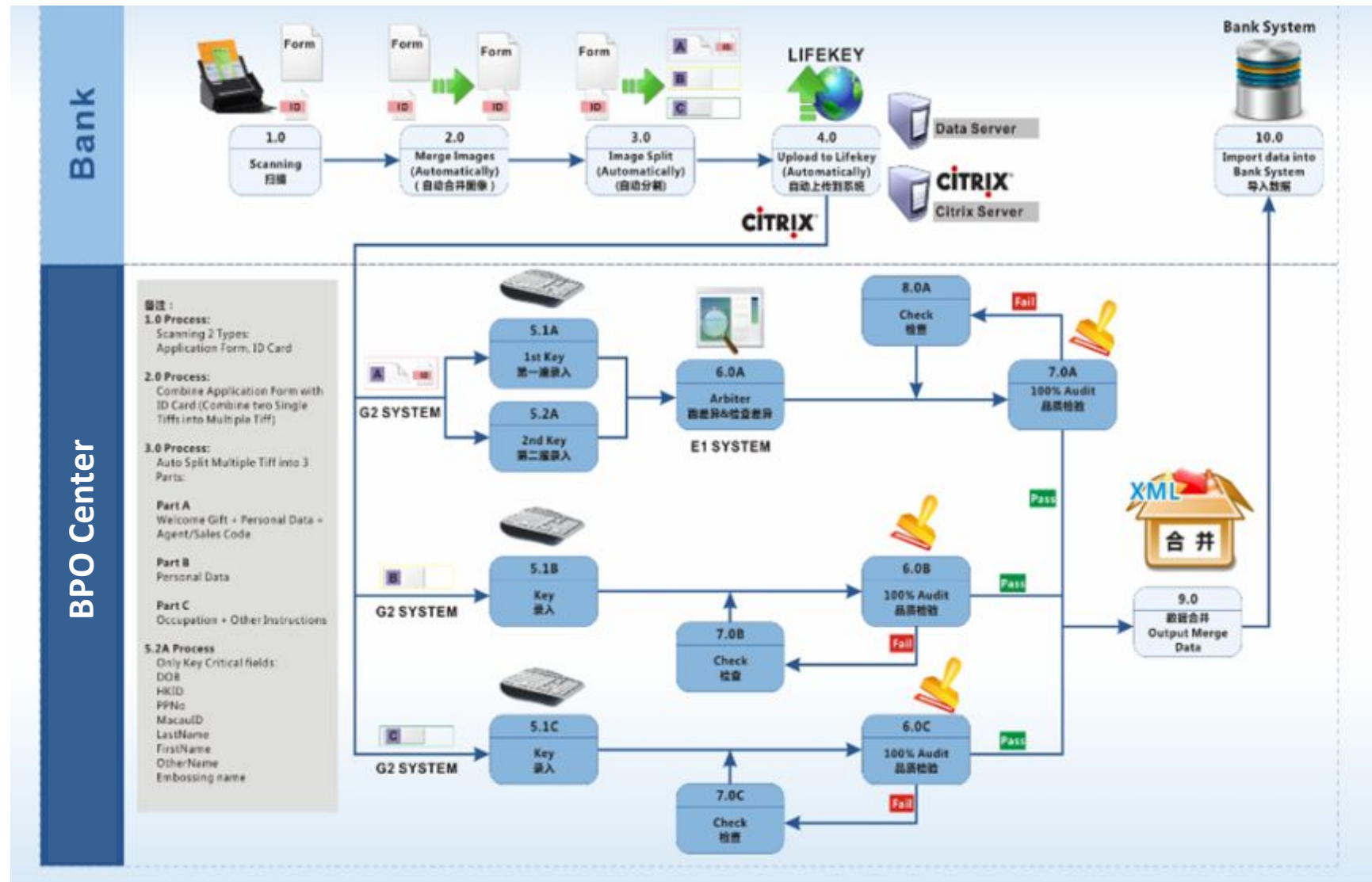
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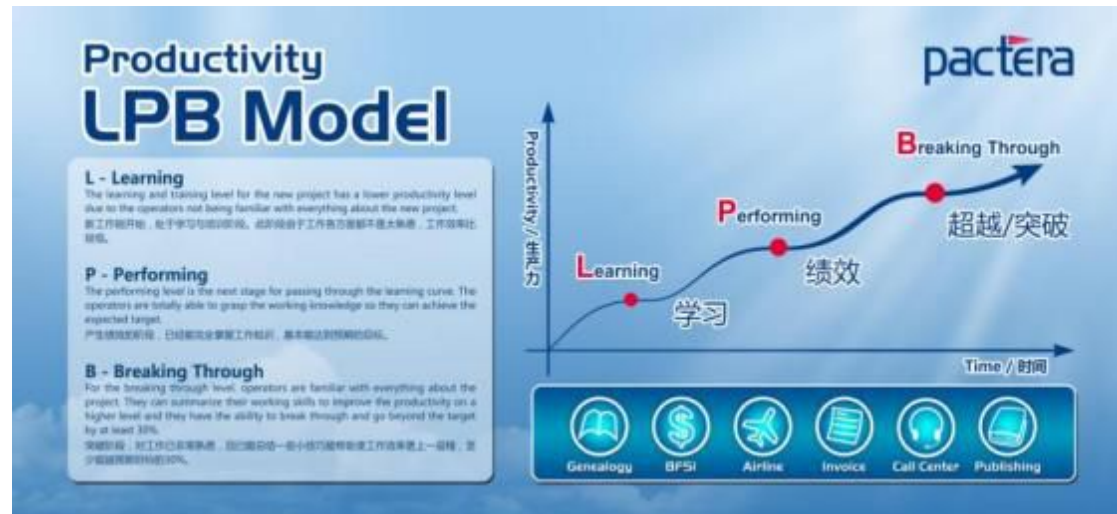
# Industrialized & Automated Workflow Platform





# LPB Model for Continuous Improvement

## Performance based Pay



### PRODUCTION BILLBOARD

Operator	Time	Target	Actual	Variance	%
Dora (A2_G01)	08:00-21:00/13	264000	+39090	114.8%	90.2%
	20:00-21:00	25630	-2523		
Dora (A2_G02)	08:00-21:00/13	260000	+60696	123.3%	67.6%
	20:00-21:00	25233	-8171		
Lena (A2_G03)	08:00-21:00/13	746000	+226805	130.4%	81.6%
	20:00-21:00	72421	-13353		
herbert (A2_G04)	08:00-21:00/13	240000	+50078	120.9%	89.4%
	20:00-21:00	17069	-1801		
herbert (A2_G05)	08:00-21:00/13	389000	+120734	131.0%	54.8%
	20:00-21:00	37760	-17060		
herbert (A2_G06)	08:00-09:00/1	70000	+33277	147.5%	256.7%
	20:00-21:00	6793	+10545		

## Dashboard – Real-time LPB Monitoring



## Dashboard – Client View for Queue Management



In Folder	Data Entry	Quality Control	Out Folder	Total Received	Total Delivered
0	81	0	799	880	799
Outstanding Image Files					
10 mins-15 mins		15 mins-30 mins		Over 30 mins	
0		24		88	



**Multi-offshore Sites  
Management Centralized  
Control System**

- Network Monitoring
- Productivity Tracking
  - Group
  - Individual
- Video Cam Monitoring
- Constantly connected



序号	类别	考核指标	目标值	权重	计算方式
1	A	生产进度计划完成率	100%	20%	依据生产部达成率情况×20%
2	A	企化客户满意度	100%	5%	企化客户满意度调查度×5%
3	A	创收标准率	≥90%	20%	1.所有部门客户满意度调查.（10%）
					2.倒剩饭的情况（10%）
4	B	LifeStore达成率	100%	10%	<div>总营业额</div> <div>每月平均目标×当月总天数</div>

## Kitchen Waste



■ 剩饭越少KPI得分越高

■ 花园成果KPI





**1. Front Gate** Security guards attend the plant entrance gate 24x7 and CCTV cameras continuously monitor the courtyard.



**2. Reception** The front desk registers all visitors and issues visitor ID badges.



**3. Production Area** Work areas are fitted with card readers allowing only Lifewood staff and authorized visitors to enter. Also, continuous CCTV monitoring captures video 24x7.



**4. Control Room** Control room door is also fitted with card reader, and exclusive Finger-print device. It is under CCTV monitoring.



**5. Server Room** Door is fitted with exclusive key and the room is under CCTV monitoring. Only authorized IT management can access.

Sarbanes-Oxley  
Act of 2002 (SOX)

Health Insurance  
Portability and  
Accountability Act  
of 1996 (HIPAA)

Gramm-Leach-  
Bliley Act (GLBA)

SAS 70

ISO27001



Data entry  
operators are not  
allowed to bring  
cell phones into  
production area



CCTVs are installed in  
production area for  
surveillance



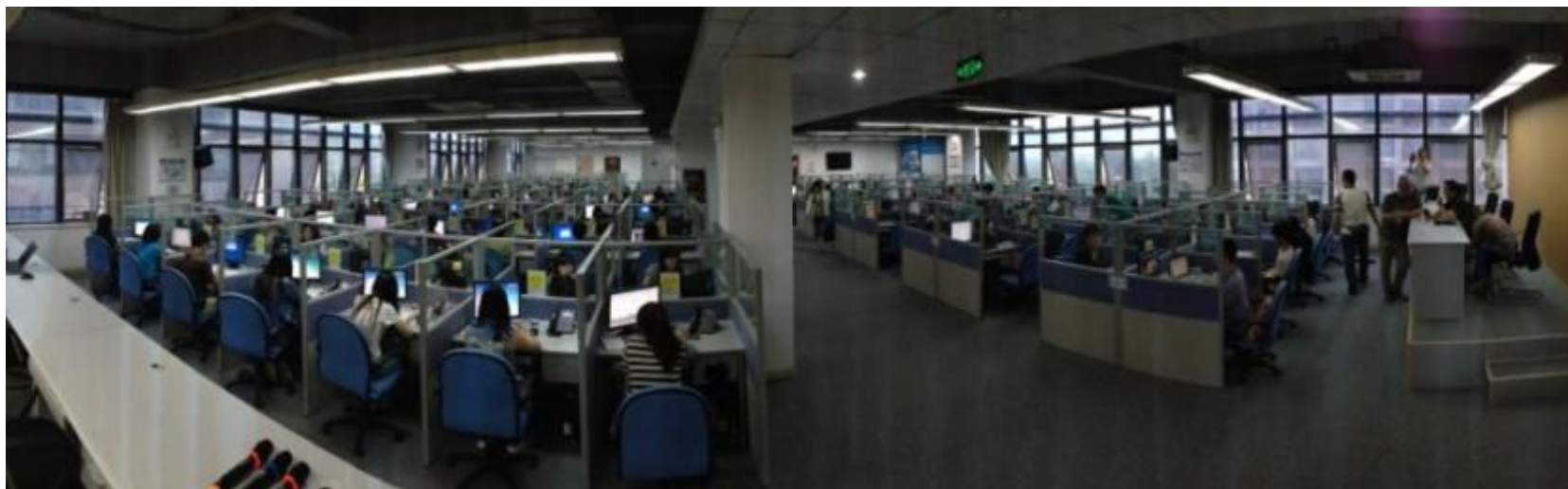
No paper or pens  
are allowed during  
data entry



Drivers for removal  
storage devices and  
connecting with  
network printers  
are disabled



## Customer Service Centres – Integrated Data & Voice

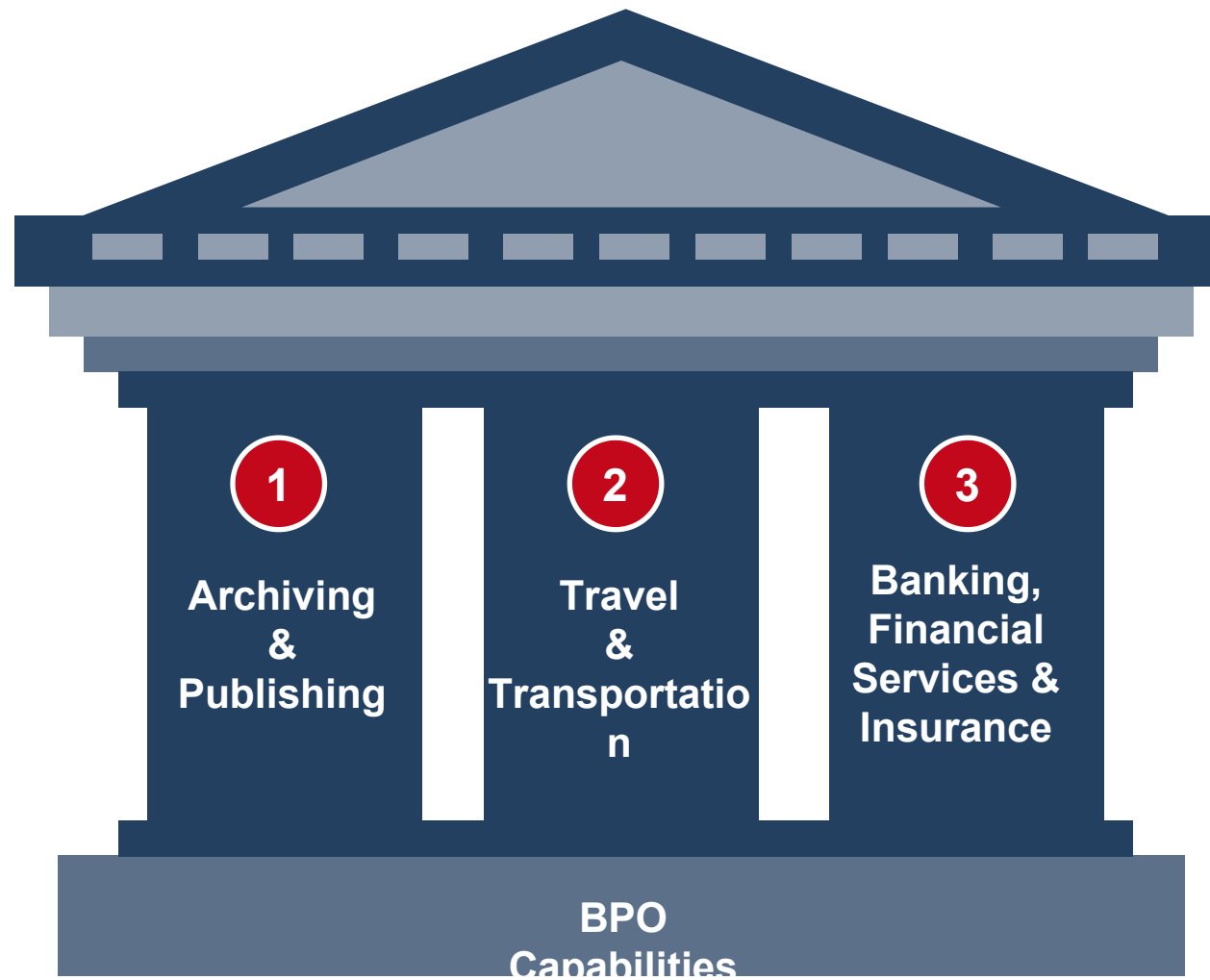


## Global Integrated BPO Centers

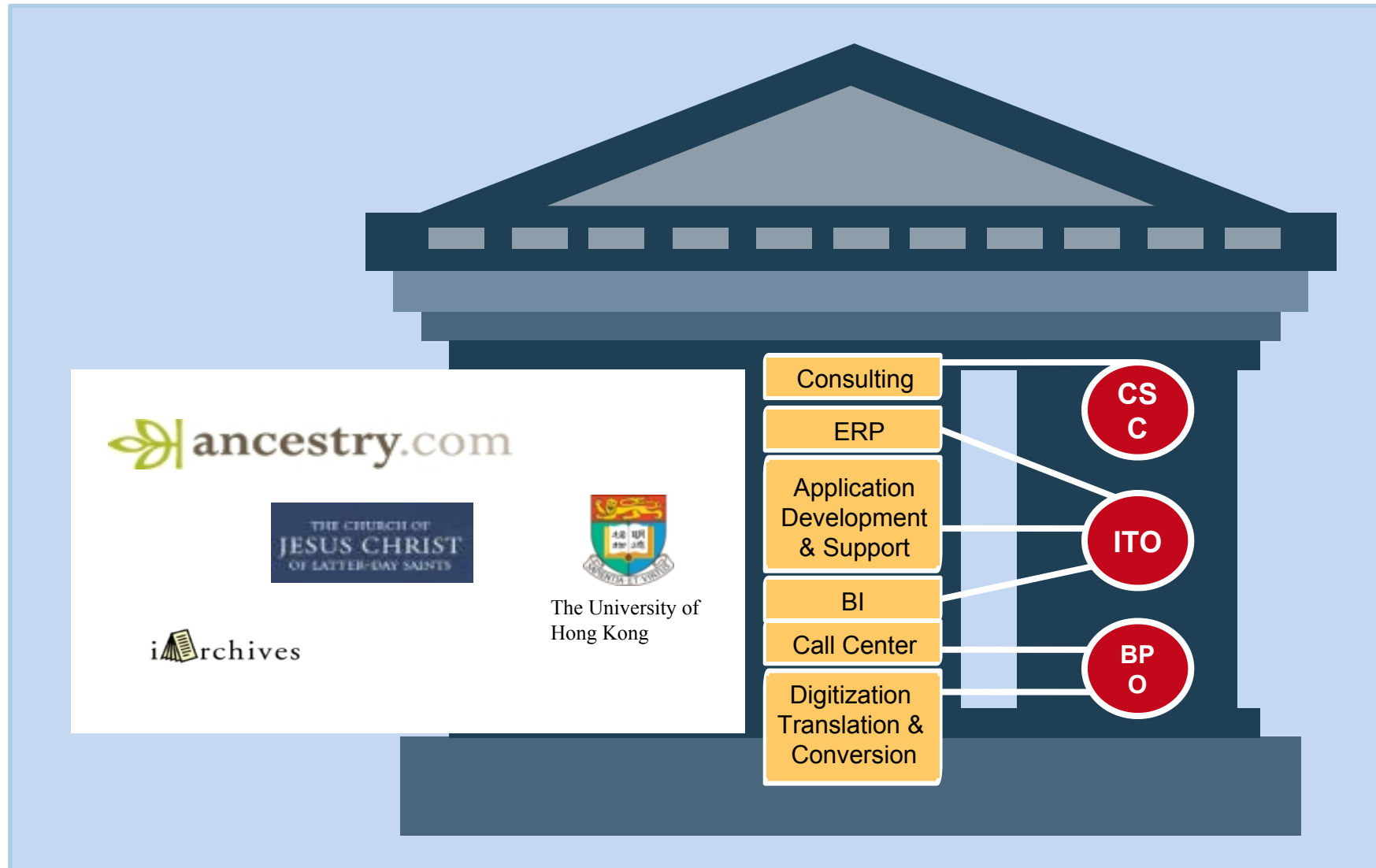




## The 3-Pillars

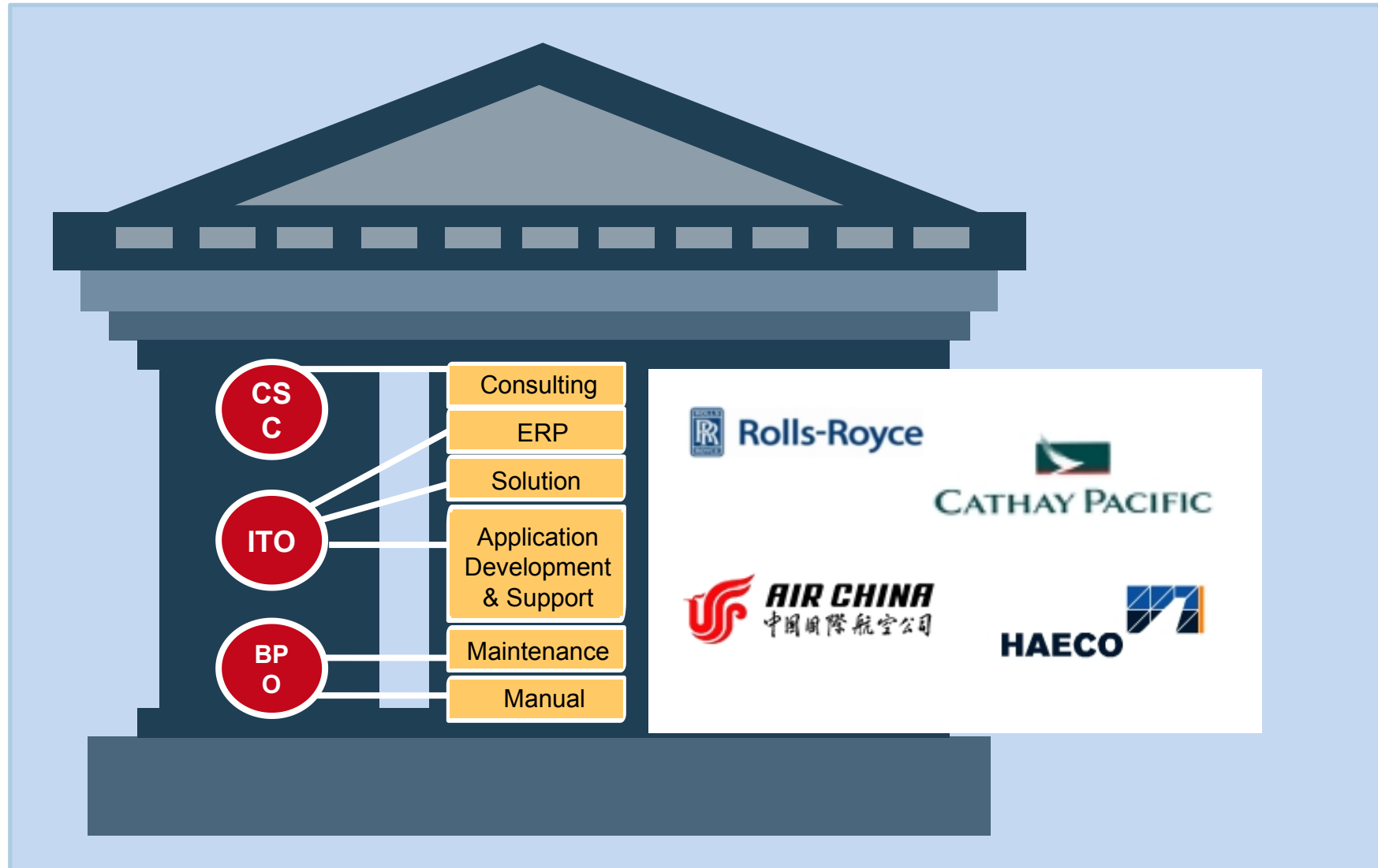


# 3-Pillars – Archiving & Publishing

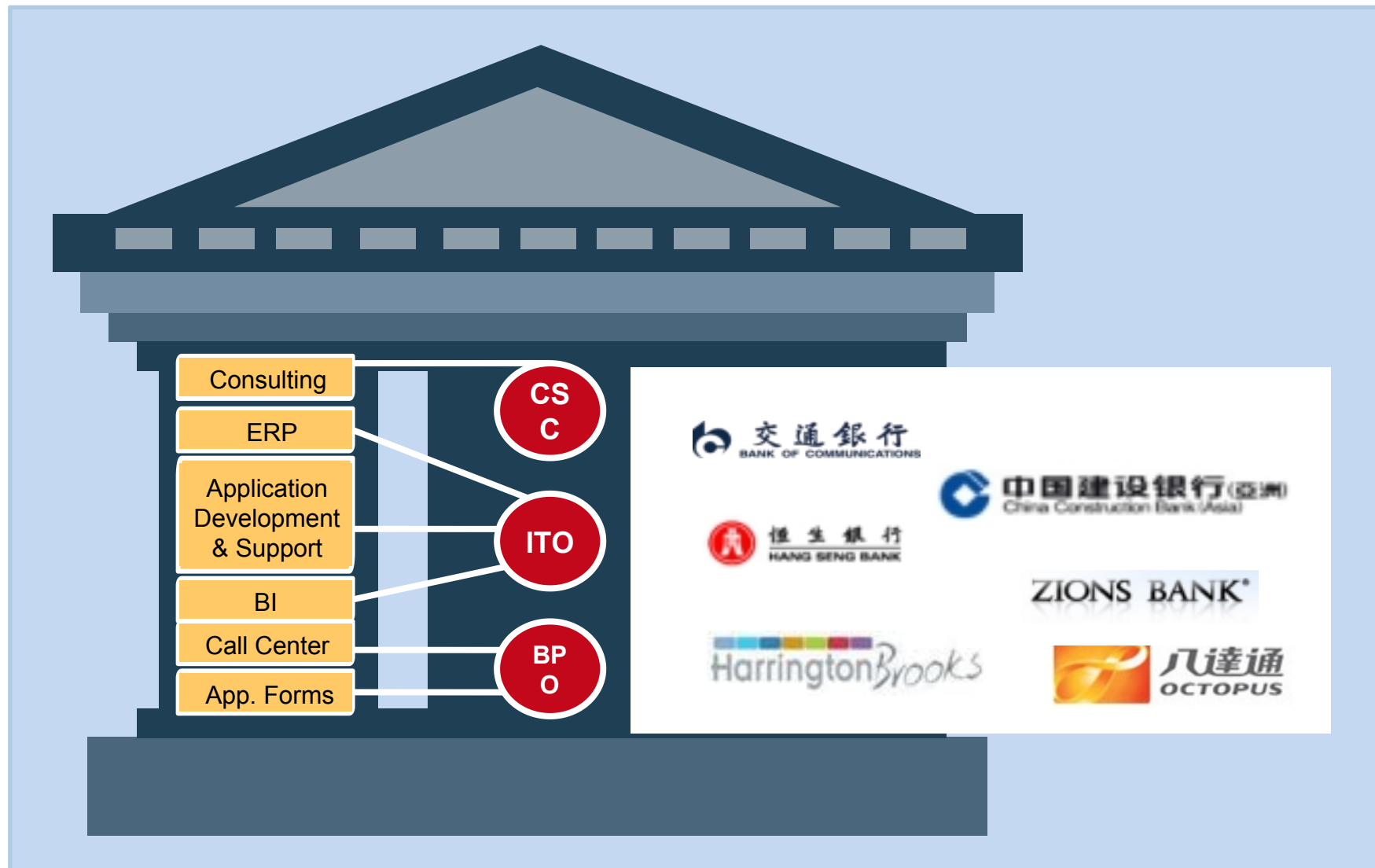




## 3-Pillars - Travel & Transportation



### 3-Pillars - Banking Financial Services & Insurance



## ▶ Repeatable Industrialized BPO Benefits

- Flexible Industrialized workflow control
- Easy to setup new process
- Easy to update template and business rules
- Lower cost to setup rural BPO
- Easy to setup training for new job

Bangladesh



Africa

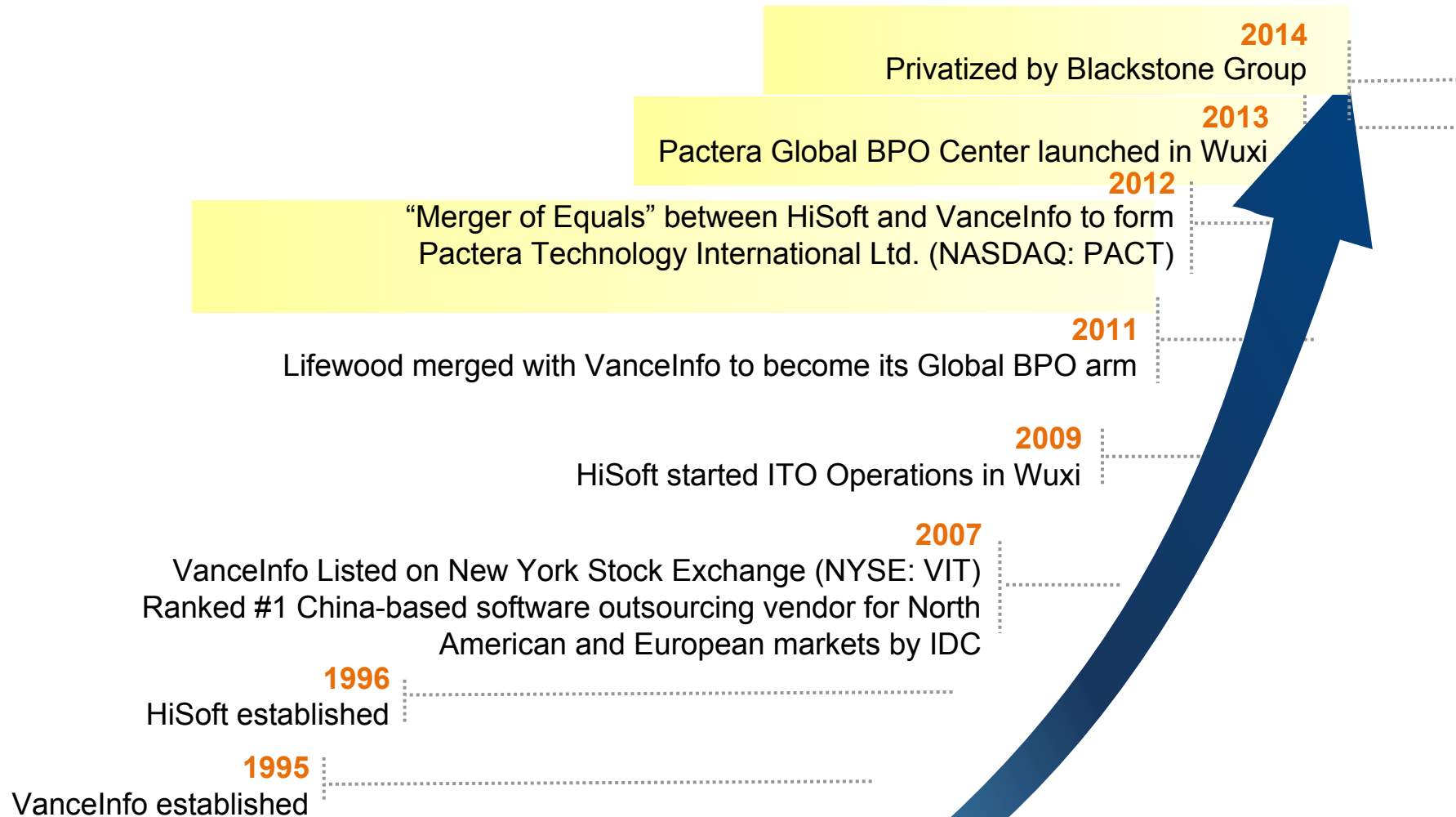


China





## Pactera Milestone







# Global Footprint



## Flexible Delivery Capabilities

Pactera is a global company strategically headquartered in China, enabling 360° partnerships with global brands seeking to expand in one of the world's largest and fastest-growing markets.

**Global FTE: 22,000+**    **North America & EU: 380**    **Asia Pacific: 940**    **Greater China: 20,750**

Seattle  
San Francisco  
Silicon Valley  
San Diego

Charlotte  
Atlanta

London  
Barcelona



Tokyo  
Osaka

Malaysia  
Singapore

Sydney  
Melbourne

1. Rising labour cost
2. Increasing Robotic Process Automation
3. Immature and Dynamic Business Process
4. Dilemma of synergizing ITO and BPO
5. Lack of English language resources



lifewood

Thank you