



Case Study

e-Commerce

Touchless Transition – For Uninterrupted Deliveries from within the Safety of Your Homes

While hankering for normalcy again, it is advisable to follow all safety measures and social distancing norms in the process of dealing with routine requirements. Life does not come to a halt but progresses as people adapt to the new normal.

Client Overview:

Our client is the nation's leading fashion and lifestyle E-Commerce marketplace that offer a range of designer and internal brands through its omni-channel retail platform. The company typically hosts its flagship online sale twice a year, which contributes to ~40% of its Gross Merchandise Value (GMV)

The Challenges - Overcoming Social Distancing Hurdles

The principal challenges involved:

- Pivoting from an onsite training model to remote training model at a short notice of 24 hours
- Sourcing, screening and training of onsite resources for volume surge anticipated during the sale posed a threat from personnel safety and authority laid down compliance perspective.

Key Transition Requirements considered during the Initial Planning:

Hexaware worked with the client to devise measures that would enable safe and social distancing compliant measures for risk mitigation and safety during the touchless transition solution's implementation.

- Subleasing of premises and hosted IT/Infra setup including MPLS connectivity for the client was set up at Hexaware's delivery center itself.
- Phased ramp up was ensured during the training of pilot batches by client SMEs

The Transition approach agreed upon for the eCommerce Customer Support is as follows:

- Due to the long implementation TAT for MPLS, VPN setup was agreed to be deployed to expedite the start of the training
- Touchless transition model proposed midway during the lockdown, amid Covid-19 pandemic was to aid in continuing with resource ramp-up and to cater to business needs
- Mumbai Voice resources were aligned to support EORS volumes surge as a part of BCP
- Agile Governance - Daily connect with stakeholders helped to track progress - planned vs. actual and discuss upcoming action/help items

Providing an end-to-end touchless experience with sustainability-driven technology choices helped optimize resources for special deliveries during the sale, thus enriching services.



Touchless Transition highlights:

- Hexaware's innovative approach made seamless the switch from onsite delivery to WFH model within 48 hours through swift setup of Hexaware systems at operations team member's residence, to ensure BAU continuity during the national lockdown
- Online collaborative tools (WebEx Training Module, Teams, SharePoint, etc.) and our Touchless transition model made virtual sourcing, screening, onboarding and induction of 85 resources successful, that too within 3 weeks of client go-ahead
- Hexaware conducted training via online collaborative tools and pre-designed e-learning modules. We managed remote OJT and go-live with 94% throughput against the 85% planned target
- Secure connectivity was achieved via Client VPN on BYOD (Bring your own device) and Hexaware provided systems as per Hexaware/client's InfoSec guidelines remotely managed by Hexaware support team
- Timely SOW sign-off ensured effective planning and execution of business requirements.

Key Achievements:



At Hexaware, we specialize in automation and technology-enabled solutions like the unique **Touchless Transition Approach** that helps adapt to resilient smart measures for embracing the new.

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'AUTOMATE EVERYTHING™', CLOUDIFY EVERYTHING™, TRANSFORM CUSTOMER EXPERIENCES™'.

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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