

KM Driven Innovation in BPO

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Objectives of innovation

- Reduce Cost
- Increase Revenue
- Enhance Service Quality
- Reduce Risk
- Provide Entry into New Markets

Achieve within time and resource constraints

Key challenges in innovation in BPO

- Scope and Complexity driven challenges
 - The scope challenge is a service diversity challenge
 - The complexity challenge is a planning and integration challenge

- The execution challenge of innovation is x times the ideation challenge
 - 1% inspiration 99% perspiration

- Achieving innovation within resource and time constraints
 - Transferring the passion so that the organization buys into the vision of the future
 - The systemic knowledge transfer challenge

The KM Project



- 4 kinds of knowledge
- Customer knowledge
 - Knowledge in processes
 - Knowledge in people
 - Knowledge in Relationships

Lessons Learnt

- Crystallize the innovation challenge and thus the business case for KM
- Create business leader buy-in upfront
- Clearly communicate what is expected from knowledge users and knowledge creation roles
- A formal place for KM in the organization structure is critical
- Set up the KM review mechanism
- Reward positive KM behaviors