



CASE STUDY

BUSINESS PROCESS OUTSOURCING

MoveInSync Transport as a service (TaaS) builds a new outcome-driven framework for a healthcare BPO

Customer's Functional Challenges

1

Manual operations, lack of dedicated team caused zero operational visibility

2

Monopoly led to vendor complacency and sub-optimal utilization

3

Absence of adequate security measures rendered night-shift commute unsafe

Digitized workflows would improve visibility into the process, ensure seamless scalability, and risk mitigation. But, the customer also required a Managed Service Provider to streamline the transport process and bring in operational efficiency.

The MoveInSync Approach

Backed by the First Principles approach, MoveInSync helped develop and establish customer's first ever transport policy. As an end-to-end transport management partner, it centralized the complete transport operations with its technology, fleet, and manpower.



Transport Automation:

MoveInSync (MIS) replaced the customer's traditional manual structure with digitized workflows in-line with the new policy. The resulting improvement in information quality offered transparency in each element of the process.



Fleet Operations:

Introduction of a new fleet supplier from MoveInSync's pool of fleet partners broke the monopoly of the existing cab operators. 'Auto vendor allocation' ensured fair business opportunities based on quantum, distance, and zone.

Vendor Scorecard captured system-generated values for objective evaluation. It helped analyze the performance of each vendor and optimized subpar utilization.



Ground Operation Management:

MoveInSync's dedicated manpower transformed the existing service delivery by assuming complete ownership of SLAs.

On-site and off-site experts ensured optimal routing, deployment, drop coordination and vehicle monitoring.



Customer Success Management:

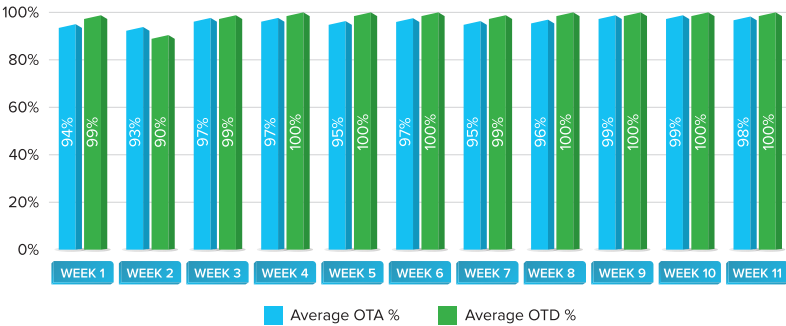
MoveInSync's dedicated account managers and subject matter experts actively engaged with the customer's key stakeholders to improve operational metrics.

Impact and Benefits



Centralized operations established KPI measurement

Table 1
OTA % & OTD %



Improved transport metrics

- 1 Reporting dashboard introduced transparency and strategic corrections
- 2 Simplified workflows and an AI-based engine reduced route planning to less than 15 minutes as against 2-3 man-hours
- 3 OTA increased from 94% in week 1 to 98 % in week 11
- 4 OTD of > 99% achieved since week 1

Achieved industry-best vehicle utilization

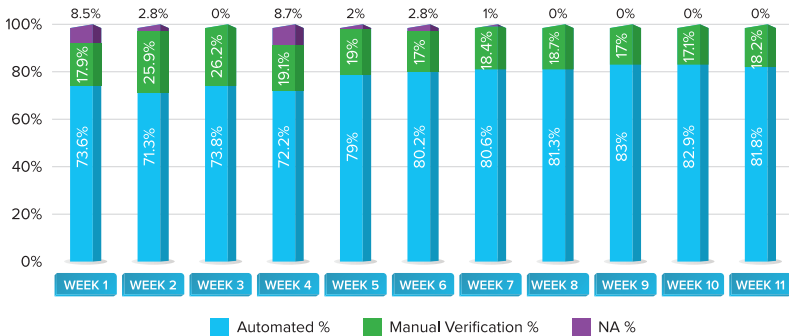
- 1 Optimized fleet mix by replacing 7 seaters with 8 seaters
- 2 Average seat utilization ranges between 80% and 90%



Impact and Benefits

Stringent compliance management by MIS' ground operations team and app-based safety features enhanced asset security

Table 2
Female Drop Verification



Simplified vehicle and driver compliance

- ① 24×7 Central Audit Team enforced zero-tolerance against non-conformance
- ② Periodic digitized EHS checks ensured an audit-ready process
- ③ 98% vehicles operating with 100% compliance from week 4
- ④ 100% compliant drivers from week 2

100% commute safety

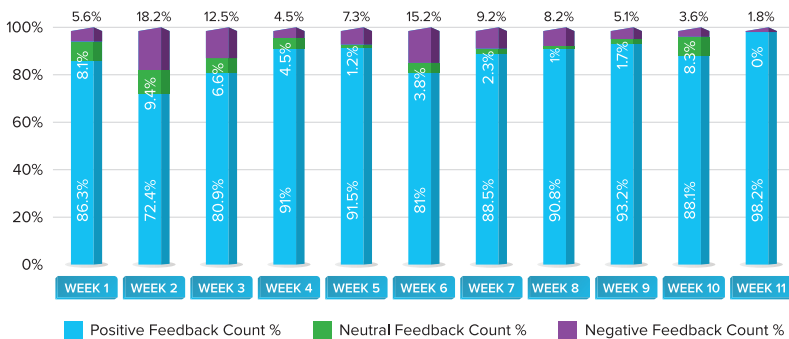
- ① 100% female safe-reach confirmation since week 8 (refer to Table 2)
- ② 93% drop in geo-fence violations in 10 weeks



Impact and Benefits

Seamless functional transition and process management improved Employee Satisfaction (ESAT)

Table 3
Trip Feedback



Actionable feedback system

- ① In-app mechanism captured feedback on route, cab and driver
- ② Employee and driver waiting time reduced
- ③ Trip feedback improved from 86% in week 1 to 98% in week 11
- ④ 4.5 star trip rating

Efficient incident management

- ① Centralized Command Centre maintained < 3 minutes response time for SOS alerts
- ② Ground ops team ensured prompt action based on a pre-defined escalation matrix and accurate documentation in case of road accidents

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