

Driving Efficiency in IT Enabled Services

Cognizant Used ProHance to **Save \$8MM** in one year

EXECUTIVE SUMMARY

A Fortune 500 IT Services provider, Cognizant Technology Solutions was losing billable revenue due to sub-optimal employee productivity. Across clients it was difficult to measure how employees were spending their time on different activities, which reduced the total billable time they could charge their customers.

The client deployed ProHance across 15,000 users in multiple locations and used ProHance analytics to **save \$8MM** in the first year of deployment.

“Cognizant continues to drive a culture of operational excellence as part of its long-term strategy around delivering world-class value and innovation. Insights provided by ProHance have helped us optimize the utilization and productivity of our teams across functions, saving us significant cost as a byproduct.”

Saurabh Sharma,
Assistant Vice President, Workforce Management

CHALLENGES

At their India center the client faced several challenges across customers groups. A leading restaurant chain was looking to increase servicing efficiency (catering calls and emails). Billing Utilization for a leading search engine was under reported (due to inaccurate measurement of productive agent time). And a top pharma client found it difficult to track how employees were using their time while processing adverse claims.



HOW PROHANCE HELPED

ProHance is built on a light technology architecture and is compliant with regulations across industries and geographies. As a result it was easy to integrate ProHance with customer systems, allowing the platform to be deployed seamlessly and quickly across several customer groups.

ProHance accurately captured productive hours, login times and provided a detailed activity drill down on how employees were spending their time. Billability increased and individual project ID level targets allowed capacity optimization.



Customer

- ◆ Leading Restaurant Chain
- ◆ Internet Search Engine
- ◆ Pharma Company



Challenge

- ◆ Increase Efficiency
- ◆ Low Billing Utilization
- ◆ Tracking Productivity



Impact

- ◆ Occupancy - **↑51%**
- ◆ Billing - **↑5%**
- ◆ Idle time - **↓27%**

VALUE CREATED

ProHance is now deployed across 15,000 users in multiple geographies. The client has experienced several tangible benefits from the tool. These include -



Work time pattern
analysis
identification



Lower variance in
performance between
teams & individuals.



Comparison of time
spent on activities for
better work allocation.



Allowing leadership
to keep a pulse on
employee well being.

ProHance

ProHance is a comprehensive cloud-based enterprise workforce analytics solution that optimizes workforce performance and processes. ProHance's robust, intelligent analytics engine combined with its process automation capabilities drives measurable business outcomes, improves decision-making, enables continuous improvement and boost employee engagement. ProHance is used by leading Shared Services, BPO, KPO, and ITServices organizations across the globe.

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