



Presents

14TH ANNUAL GCC & ENTERPRISE SERVICES CONCLAVE 2025

**'COMPANIES OF EXCELLENCE GO THE EXTRA MILE
TO ACHIEVE WHAT'S DISTINCT AND VALUABLE'**

EXCELLENCE AWARDS & RECOGNITION 2025

Award Entry - Information Requirements

DELIVERING BUSINESS IMPACT

Through GCC/GBS/ER&D/Offshore Delivery Unit by

EXEMPLARY CUSTOMER EXPERIENCE MANAGEMENT

Tell Us About Your Journey...

LAST DATE TO SUBMIT THE APPLICATION: JULY 25, 2025

Part 1: General Information (20 Points)

Organization

Name of Organization _____

Locations of GCC/GBS/ER&D _____

Head Quarters Location _____

Your Name _____

Your Title _____

Your Email Address _____

Telephone # Landline - _____

Mobile* - +- ___-___-____

Select the Domain(s), which best describes your business:

(Please select one for Single Domain and specify more for Multiple Domains)

- Automobile
- Banking Financial Services & Insurance
- Diversified -Multiple Domains (Please indicate domains)
- Engineering
- Fast Moving Consumer Goods
- Manufacturing
- Pharmaceuticals & Health Care
- Retail
- Telecommunications
- Other, Please specify: _____

Global Business Services (GBS)/ Global Capability Center (GCC) Engineering, Research & Development (ER&D)

(Note: GCC/GBS/ER&D are interchangeably used in this document)

Locations of Centre (within India):
Please mention City/Cities _____

Operational Since (month and year): _____

Employee Head Count (Nos.) (% to total functional headcount)	At the time of Start:	Present:
_____	_____	_____

Any other recognition or awards received for GCC/GBS/ER&D: _____

Technology Landscape:

1. Share the ERP (version) Deployed: _____

2. Any other Tool if Implemented: _____

3. AI if deployed, share major use cases, number of Bots deployed:

4. Any Functional Tools deployed

5. Any AI/ ML Deployment, if Yes, share the tool name and Use cases: _____

Select the Function(s), which is/are covered by your GCC/GBS/ER&D:

- Finance & Accounting (F&A)
- Human Resources (HR)
- Supply Chain Management (SCM)
- Operations
- Customer Lifecycle Management (CLM)
- Information Technology (IT Services)
- Product & Engineering Service
- Any other, please specify: _____

Customer information - Scope of GCC

Number of business units served _____

Number of employees served _____

Number of locations served _____

(i) Local: _____

(ii) Other Countries: _____

What is your current maturity of GCC and what's the expansion plan?

E.g. Adding New Businesses/ Services/ Functions/ Geographies etc

What are the key components of your strategy for next 18-24 months?

E.g. AI COE/ Innovation Hub/Analytics COE etc

Part 2: For Delivering Business Impact through GCC/GBS/ER&D/ Offshore Delivery Unit by Exemplary Customer Experience Management (80 Points):

There are TWO sections.

First section is on the overall GCC Capability and the second section is a specific Case Study. For each section, please submit information through either a write up or a few PowerPoint slides. If there is a document collectively dealing with all sections, it can also be submitted.

ENSURE THAT THE SLIDES/ WRITE UP, ADEQUATELY ADDRESSES ALL THE SPECIFIC POINTS IN EACH SECTION.

SECTION 1 (20 points)

This has 6 sub-sections for showcasing the GCC capability of the organization.

1) STRATEGY & VISION

- Provide a brief overview of **vision and strategic thinking/business objective** for exploring and adopting GBS/ GCC/ER&D strategy. What is the level of corporate sponsorship?
- What kind of **strategic impact** has been created by your GCC?

2) CUSTOMER ORIENTATION & GOVERNANCE

- How do you **focus on 'customer experience'** - both Internal and External? Can you share the Metrics?
- Describe the GCC's client relationship/**service management model** covering (but not limited to):
 - Key Performance Indicators (KPIs), SLA Management, frequency of reporting, communication
 - Sharing & Review of Performance with Customers & Senior Leadership

3) PEOPLE & CHANGE MANAGEMENT

- Please describe people management strategy (including redeployment if any), Development Assignments, Re/ Up skilling, Talent Review, Promotions and Retention. What other tools/processes do you currently employ in respect of People i.e., surveys, Recognition, Performance Management, etc.
- How do you build a value story for people?

4) PROCESS ORIENTATION

- What is the level of process documentation - Flows/Maps, Operating Procedures, Compliance/Control and Checklist to enable operations? How often are these really updated? How are queries/deviations tracked/ monitored for resolution/ closure?
- How do you connect GBS performance to enable business metrics? What is the %age mix of automated/ manual metrics?

5) AUTOMATION

- What are the specific tools/ technology solutions being deployed?
- Share a few success cases of Tech-Powered transformation or movement towards Tech Integrated Services

6) VALUE CREATION

- Share specific examples of tangible value delivery (financial/non-financial) by your GCC/GBC/ER&D
- To what extent has your GCC moved up the value chain? Describe the maturity level of your GCC. How do you compare the GCC operations with any global standards or practices in respect of service offerings, technology & automation etc.

SECTION 2: EXEMPLARY CUSTOMER EXPERIENCE MANAGEMENT (60 Points)

Submit a relevant and specific Case Study detailing Exemplary Customer Experience Management along with relevant artefacts covering response to the following questions:

1. How do you differentiate between ‘Customer Satisfaction’ and ‘Customer Experience’? what kind of capability building has been implemented so far to enable the customer experience focus/ culture in the organization? What is the Reward & Recognition process for delighting customers? How are they recognized at the Senior Leadership level?
2. What kind of strategic impact has been created by deploying the innovative style of Customer Experience Management? How does this convert to Business Performance?
3. Share the **Execution approach details for any specific** initiative of achieving exemplary customer experience was implemented (Project Plan/ Milestones) and adopted Governance mechanism and change enablement approach.
4. How do you gather **customer feedback** that is relevant, timely and specific? Is there an adequate process to track and respond to customer queries and complaints? Share customer communication, testimonials of success.

The Case Study must be submitted covering all the relevant points above.

TEAM SSF GLOBAL WISHES YOU THE VERY BEST!!