

Technological agility for lower volumes

Since its launch in 1999 as a specialist in content acquisition and management, TRRS Imaging, Inc has quickly gained global reach. CEO Prakash Viswanathan highlights some of the reasons for this success.

A sound and proven strategy for bringing technology services and products to market is to use the most effective tools available. For the last four years, TRRS Imaging of India has developed such tools – namely, content acquisition and management expertise – under agreements with the world's leading imaging product providers.

Operating primarily in South East and South Asia, the company's imaging division has developed into a leading knowledge management provider in a market that is growing, particularly in India. Its most recent offerings are business process outsourcing (BPO) services, which focus on large-volume transaction processing. Using workflow-capture and collaborative tools, TRRS applies its technology-based approach to the outsourcing process. 'Technology is one of our competitive advantages,' says CEO Prakash Viswanathan.

Faster and more flexible

Customers who seek outsourcing solutions do so for one of two reasons: either operating costs are too high or existing systems cannot handle growing volumes. Says Viswanathan: 'In banking, for example, customer volumes are growing. When systems reach their operating capacity, scalability can only be achieved cost-effectively through outsourcing.'

Some outsourcing centres are people-strong. In Mexico or the Philippines, for example, 3000-strong people centres are being opened. 'We achieve the same levels of throughput here in India with between 500 and 800 people and a heavy emphasis on technology,' explains Viswanathan. 'That enables us to start up a new operation faster.'

The company's existing customer base is in healthcare, health insurance and banking – in other words, wherever large transaction players operate. Says Viswanathan: 'We concentrate on serving very large businesses that perform tens to hundreds of thousands of transactions a day. The strength of our technology approach is

that we can handle processing for clients whose volumes vary daily. For one of our insurance customers, we process 20,000 transactions on most days. But for two days we process 100,000. The technology allows us that degree of flexibility.'

Global growth

At present, TRRS's market for business process outsourcing is mainly in the USA and India. However, Viswanathan is looking to penetrate the European market, perhaps through a joint venture in the UK. In its favour is the fact that it trains in languages other than English – Spanish, for example. Documents that are not in English are processed by language engines, which are supported by human experts across the globe. This reflects the company's globalisation strategy.

Another area where TRRS excels is its adaptability. 'Increasingly, we are getting involved in collaborative ventures, including both back- and front-office collaboration,' explains Viswanathan. 'To migrate an application we first study it with the client, then produce a process migration structure document prepared by our domain experts and technology people. Implementation is phased-in across a number of steps in a period that builds mutual confidence.'

Look near and far

Viswanathan's view of the future is an encouraging one. 'In the very long term, outsourcing is certain to grow,' he says. 'In the medium term, I expect that we will be doing focused operations for a few very large companies. In the near future, the healthcare outsourcing space is growing fast and we will certainly be running dedicated facilities for receivables management.'

'I want to meet customer expectation by looking at what the client's clients want. We will meet service levels, certainly, but there is more. A transaction is not just a document to be processed, it is also a customer experience to be managed. That is the opportunity and the challenge that TRRS Imaging plans to meet.'