



Allied Global Leads Transformation with KYP.ai

“Traditional BPO is dying. Yet, the need to reinvent business operations is more important than ever.” -Allied Global¹

Intelligent automation in BPO

The Business Process Outsourcing (BPO) industry is in a rapid transformation. Led primarily by advances in automation and AI, BPOs are facing new pressures to perform massive increases in productivity. A recent study published by Stanford and MIT indicated that support agents who use Chat GPT should see a 35% boost in productivity.²

Like many BPOs, Allied Global, a market-leading BPO, found itself at a critical crossroads. They knew increasing productivity would help them maintain their competitive edge, yet they didn't want the transformation to negate their employees. Instead, Allied Global chose to support their employees through the transformation, giving them productivity tools that helped them understand, improve, and measure productivity.

Allied Global identified a nearly 20% productivity improvement in sales and customer service and a 25% increase in active productive FTE, without sacrificing their company 'NorthStar' to keep people at the center of their work.

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Initial Challenges: Embedding Transformation Capabilities

The Global Business Process Outsourcing (BPO) market is quickly accelerating both in value and growth rate. According to Grandview Research¹, the industry was valued at USD 280.64 billion in 2023 with a projected Compound Annual Growth Rate (CAGR) of 9.4% from 2023 to 2030. This rapid growth has elevated the importance of productivity, which is required to keep pace.

Allied Global, a leading BPO company, found itself at a crossroads. The traditional BPO model was becoming obsolete, and the company needed to embed transformation capabilities into its value proposition. They wanted a better way to measure and improve productivity and to refine their process discovery and improvement methodologies.

With more than 6,500 employees in five different countries, execution and deployment of new ways of working would be challenging, regardless of the end goal. They support their vision “To be a driving force for development and creators of Opportunities”² and want to use supportive technology to make transformation happen.

Alejandro Pascual, Chief Operating Officer at Allied Global leads operational excellence and continuous improvement

initiatives across the company. Pascual explained “A few years ago, we realized that traditional BPO is dying, and we need to embed transformation capabilities into our value proposition. We found that Intelligent

Automation in AI is a key component for best-in-class service delivery.”

Rapid Automation Discovery with instant value

Initial efforts centered KYP.ai within the HR department. The team wanted to understand how they could better measure—and improve—productivity. Specifically, they wanted to get data more quickly without wasting resources.

“We can do process and productivity mining without any tool, but that requires a lot of resources. We have already tried that and have not been successful,” shares Pascual.

The discovery module helped bring instant savings to the Allied Global Team. Using data captured in the KYP.ai product suite, they identified an



objective performance view without bias. Now, they see actual ways of working with tangible, prescriptive insights that allow them to be more productive. It also showcased additional productivity masters', that were 'hidden leaders' prior to KYP.ai identifying their productivity patterns. KYP's solution was cost-effective and had rapid and scalable deployment capabilities. There are many opportunities in KYP that have helped Allied Global create value. Unlike many solutions on the market, KYP looks across all automation opportunities, including Intelligent Document Processing (IDP), Robotic Process Automation (RPA), Gen AI detection, and more. This unlocks end-to-end visibility into business processes, identifying where and how to automate.

It unlocks immediate value and streamlines operations for long-term success. automation, Allied Global can continuously prioritize where to focus efforts. This guides more informed decisions about resource allocation and process standardization, in turn saving substantial money and time across various business functions.

This was a critical factor in why Allied Global selected KYP.ai as their automated intelligence solution. “KYP.ai provided a clear view of the actual processes, highlighting discrepancies between how things should work and how they actually occurred. This insight revealed numerous opportunities for process optimization,” confirmed Pascual.

Intelligent automation became part of the organizational culture at Allied Global. As a Global Business Services company, they must integrate automation. Clients are now expecting an almost ‘Day Zero’ transformation, shares Pascual. The traditional approach of ‘late shift’ is phasing out. Instead, this shift is becoming the new standard BPO environment. “It’s on KYP that we realized that we could discover the real process behind the scenes of what is happening,” he noted. Bolstered by this success, the company expanded KYP to a larger scale.

The KYP.ai Solution: Embracing Intelligent AI-Automation

Transformation doesn’t just mean deploying technology or integrating AI. Empowering people is at the heart of Allied Global’s customer service.

Allied Global strongly believes that the new customer experience is channeled through the employee experience. “If we simplify things for them, we can improve the process for them. We can excel in customer experience,” reiterated Pascual.

With KYP.ai, we could understand the potential of robotic process automation within our specific contact center operations. Pascual confirms that Intelligent Automation in AI is a key component for best-in-class service delivery.

Allied Global wants to automate processes to the greatest extent possible while also improving its workforce. This strategic approach streamlines operations and elevates the caliber of business performance.



Real-time visibility

Live data allows team leaders to execute evidence-based decisions on the fly.



Manage Productivity

Data is structured continuously so that productivity can be optimized by capacity.



Track Compliance

Automated alerts share prescriptive instructions for compliance.



Continuous Improvement

Identify and minimize inefficiencies, updating workflows to increase output.

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– Alejandro Pascual, COO, Allied Global

"We found that we can unlock the full potential of our employees, and we have room for improvement there. And since we are people's first company to buy experience, it is very important for us," said Pascual. Allied Global's culture of continuous improvement improves the ways of working for employees and enhances customer experience.

In fact, Allied Global was able to drive a nearly 20% productivity improvement in sales and customer service. Pascual shared, "We found that Intelligent Automation in AI is a key component for best-in-class service delivery."

By implementing Generative AI, agents were equipped with solutions that enhanced customer experiences and loyalty. This technological empowerment led to a win-win partnership that significantly improved both internal and client productivity. "We have discovered that we can empower our people to be more efficient," summarizes Pascual. "Our combination of humans and robots working to deliver the best value now will be the standard."

"Clients are expecting an almost 'Day Zero' transformation."

Conclusion: A Strategic Partnership for Future Growth

Allied Global's partnership with KYP.ai has been pivotal in transitioning towards a global business services model embedded with transformation capabilities.

By unlocking the full potential of their employees and embracing a combination of human and robotic efforts, Allied Global stands at the forefront of delivering exceptional value in customer experience.

Customer satisfaction is at the cornerstone of Allied Global's business growth and sustainability. They continue to innovate and push the limits of the BPO experience worldwide.



ABOUT KYP.AI



KYP.ai helps organizations capture data that improves how work gets done. Dashboards display specific actions that improve company profitability across process interactions, people, and technology. Continuous data structuration ensures that users can understand, change, and improve productivity across the organization.

Leadership and executive teams use KYP.ai for data-driven intelligence that achieves continuous improvement outcomes. This comprehensive lens reveals optimizations that are invisible to standard data mining techniques and even provides numerical impact from hours saved, money saved, proper FTE allocation, or where Generative AI can be used.



Gen AI Detection

Discover activities within your organization with Gen AI application potential. Compare use cases by business value including: time, money, or FTE allocation. These AI-led insights help you reduce costs while increasing business outcomes.



Maximize Tech Investments

Aggregate data from devices and applications that unlock savings. Informed by employee usage patterns, Tech Pulse identifies how to maximize software licenses, storage, and hardware replacements so that you only pay for what you need.



Optimize FTE Budget

Ongoing employee productivity data identifies ideal FTE resourcing so that you can focus on doing your work instead of hiring for it. KYP.ai helps you to pinpoint which teams are overutilized and who could benefit most from additional headcount. Start optimizing your precious FTE budgets by demand and impact.



Workload distribution

Allocate resources from automated reports that SHOW workforce capacity by location, team, or task. With algorithms that calculate productive time compared to average, you can better balance the work-employee ratio so that you are never over or under staffed and consistently achieving your goals.

To learn more, visit kyp.ai



Allied Global provides personalized business and technology Services with solutions designed to make your life easier and your business stronger. Outsourcing can be a complex process, which is why we offer customized solutions, supporting teams of experts, optimized resources, and our secure technology infrastructure.

To learn more visit: alliedglobal.com