# KYP.AI

# From Cost Center to Value Creator
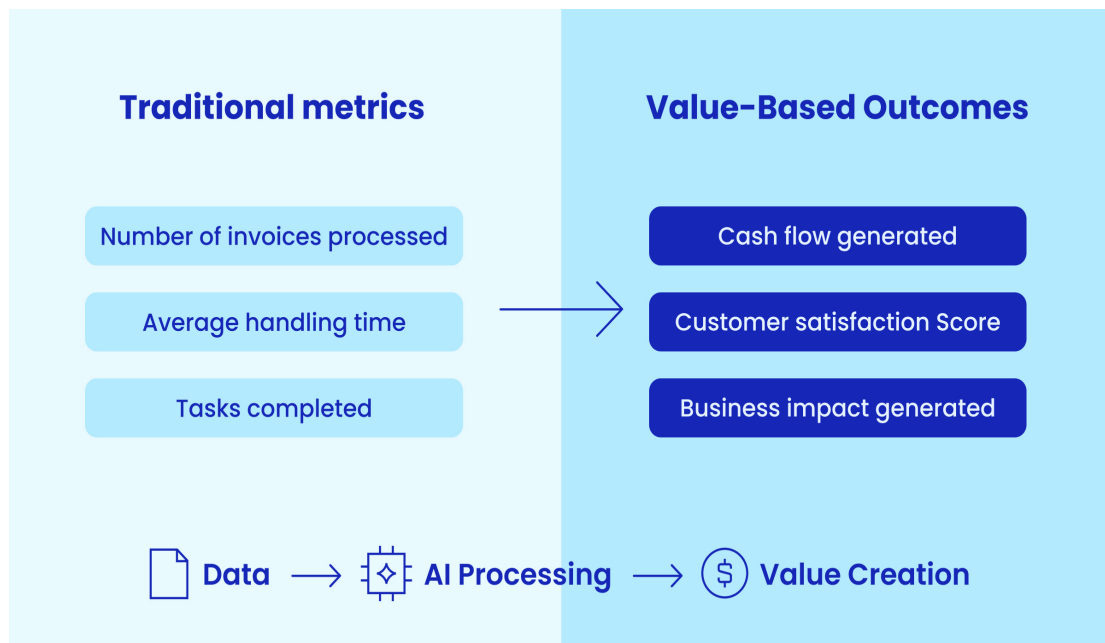
## Your Guide to
## AI-Driven Transformation
## Productivity Intelligence

kyp.ai

# Executive Introduction

In this era of relentless market metamorphosis, **Shared Services and Outsourcing companies** face unprecedented challenges: an unstable economy, critical labor shortages, and the pressing need to adopt AI innovations.

Traditional success metrics are no longer enough — processing more invoices doesn't necessarily typically equate to generating more cash. Faster average handling times don't automatically translate to better customer satisfaction.

This guide explores how modern enterprises can transform from cost centers into value creators through data-driven insights and AI implementation.



**Traditional metrics**

Number of invoices processed

Average handling time

Tasks completed

**Value-Based Outcomes**

Cash flow generated

Customer satisfaction Score

Business impact generated

📄 **Data** → ⬦ **AI Processing** → $ **Value Creation**

# The Current State of Shared Services and Outsourcing Transformation

Our analysis of over 100,000 contact center data points reveals that employees are actively productive only 54% of their time. This isn't necessarily due to poor performance - it often reflects systemic inefficiencies, outdated processes, and missed opportunities for automation. The challenge isn't just about working harder; it's about understanding how to improve productivity without increasing effort.

## Key Statistics:

21% CAGR in Global Business Services[1]
80% AI project failure rate[2]
54% average productive time

26%

20%

54%

**Active productive time**  **System delays**

**Passive time**
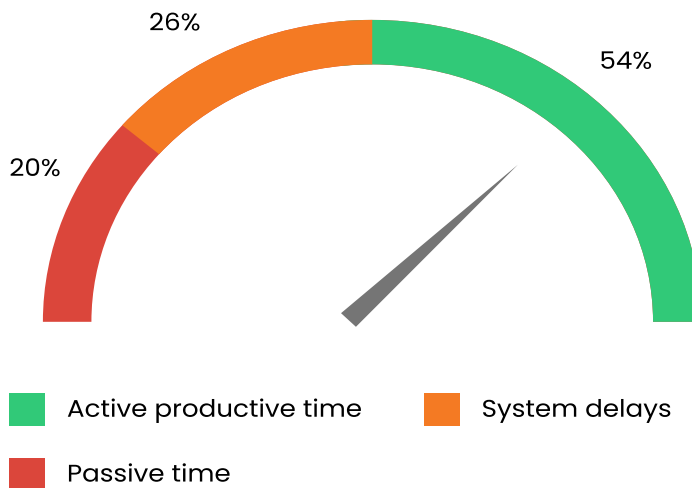
## Opportunity for improvement

**26% of time represents potential** for increased productivity through AI and automation.

1   https://www.benchmarkintl.com/insights/2024-global-business-services-industry-report/
2   https://hbr.org/2023/11/keep-your-ai-projects-on-track

# The Value Creation Journey

The transformation **from cost center to value creator** follows a clear, strategic path. This journey begins with establishing real-time visibility into operations, then, moves through pattern recognition and predictive insights, and culminates in measurable business outcomes.

## 01  Data Foundation

Without reliable data, even the most sophisticated AI solutions will fail to deliver value. Real-time visibility into your operations forms the bedrock of transformation. In analyzing over 100,000 contact center points globally, we've found that organizations often operate with significant blind spots - not just in what their employees do, but in how work flows through their systems..

## 02  AI-Powered Analysis

Once your data foundation is established, AI transforms raw information into actionable intelligence. Modern AI solutions can detect patterns that would take humans years to uncover - from identifying process bottlenecks to predicting resource demands. Take Microsoft's Copilot implementation as an example: the key isn't just deploying the technology but understanding exactly where and how to generate the most impact.

## 03  Value Delivery

The ultimate goal isn't just automation or efficiency - it's creating tangible business value. This means translating insights into outcomes that matter: increased cash flow, improved customer satisfaction, and enhanced market competitiveness. Real value delivery means moving beyond traditional metrics like "number of invoices processed" to focus on outcomes like "percentage of early payment discounts captured."

# Productivity Intelligence
## Designed for BPOs

BPOs KYP.ai is a productivity intelligence solution that continuously captures operational data and identifies how your workforce, processes, and technologies can perform at peak performance.

## Workforce

KYP.ai continuously captures agent workflows, allowing youto repeat your best work andstreamline inefficiencies.

## Processes

Automate process discovery capture and pinpoint how toimprove them at scale.

## Technology

Optimize technology usage and give the right tools to your teams to drive success.

## AI and Automation

Drive transformation with advanced AI and automation, that identifies scalable and sustainable optimizations.

**Learn more**

# Real-World Impact

## Global Contact Center Transformation

### Challenge

When a leading global contact center with operations across Latin America faced mounting pressure to improve efficiency, they had a common but critical challenge: despite having standard metrics like average handling time and CSAT scores, they lacked visibility into their workforce productivity.

The question wasn't just about how many calls agents handled, but whether resources were being allocated effectively and if there were bottlenecks hampering performance. Using KYP.ai's data-driven approach, they first established comprehensive visibility into their end-to-end operations.

### Results

Through real-time monitoring and AI-powered analysis, they identified previously undetected patterns in worker activity and process inefficiencies. This insight-driven strategy allowed them to make targeted improvements in both their workflow design and resource allocation, leading to remarkable results in their operational efficiency.

## 25%
increase in active productive FTE

## 240h
saved per agent annually

## 20%
increase in productivity potential

**Learn more**

# Leaders already succeeding with KYP.ai

### Allied Global

## Go beyond hourly tracking:

Working 9-5 does not improve productivity. Use techniques proven to empower employees with the right mix of technology, processes, and workflows.

### MINDSPRINT

## Build better processes:

Continuously capture processes to see, understand, and improve short-and-long-term work. Mindsprint used process discovery to improve more than 600 level 4 processes.

### Hollard.

## Do more of what's working:

Identify, socialize, and replicate best practices. Hollard Insurance Group uncovered a 20% productivity potential increase by adopting work patterns from peak performers.

### Qinecsa

## Focus on outcomes:

With the right data flows, you have on-demand prioritization, results tracking, and real-time data to adapt to dynamic conditions.  Qinesca uncovered 19% FTE optimization potential from productivity improvements.

# Enterprise-Wide
# Process Evolution

The journey of a global business process service organization demonstrates the power of systematic transformation. **With over 2,000 processes across 55 countries and 1,300 agents, they achieved 90% touchless invoice processing through careful analysis and strategic automation.**

# Implementation Framework

## Assessment Phase

Begin by thoroughly evaluating your current data landscape. This goes beyondisn't just about collecting data - it's about understanding what data you have, what you need, and how it can drive value for your organization.

## Strategy Development Phase

Successfully implementing AI transformation requires a well-crafted strategy that balances ambition with practicality. Start by identifying your "quick wins" — areas where relatively simple changes can demonstrate clear value. This builds momentum and stakeholder buy-in for larger initiatives.

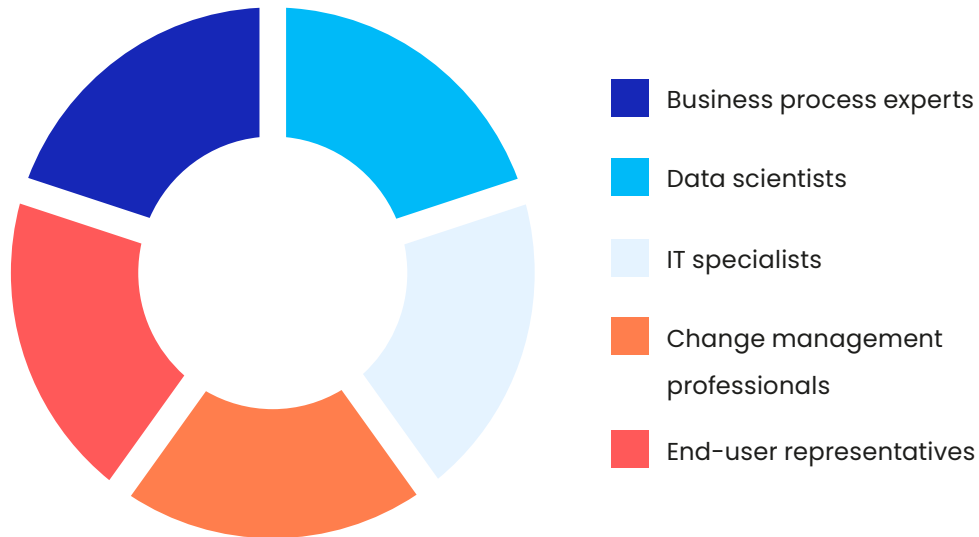**Your strategy should address these key elements:**

01. Data Foundation

Assess your current data landscape

Identify gaps in data collection
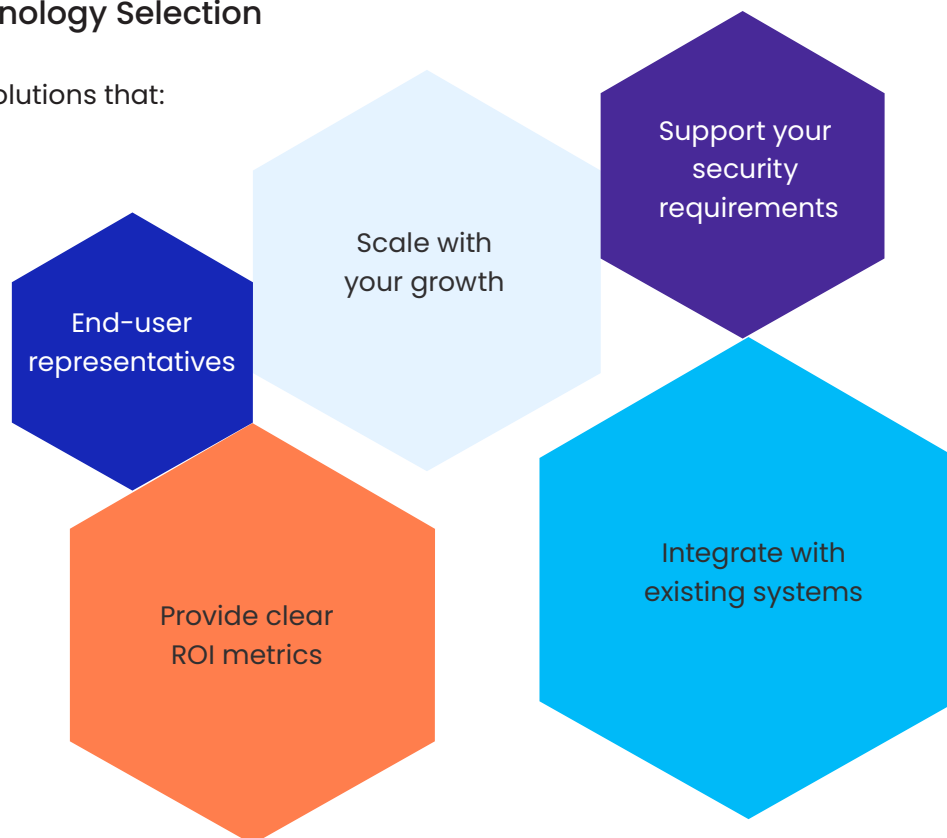
Establish data quality standards

## 02. Team Development

Build a cross-functional team that includes:

- Business process experts
- Data scientists
- IT specialists
- Change management professionals
- End-user representatives

## 03. Technology Selection

Choose solutions that:

- Support your security requirements
- Scale with your growth
- End-user representatives
- Integrate with existing systems
- Provide clear ROI metrics

# Execution and Optimization Phase

Execution is where strategy meets reality. The key to successful implementation lies in maintaining flexibility while staying focused on core objectives.

## Implementation Framework

**Pilot Phase**

- Start with a contained, low-risk area
- Gather baseline metrics
- Test assumptions
- Document learnings

**Scaled Rollout**

- Apply pilot learnings
- Implement in phases
- Monitor KPIs closely
- Adjust based on feedback

**Continuous Optimization**

- Regular performance reviews
- Identify optimization opportunities
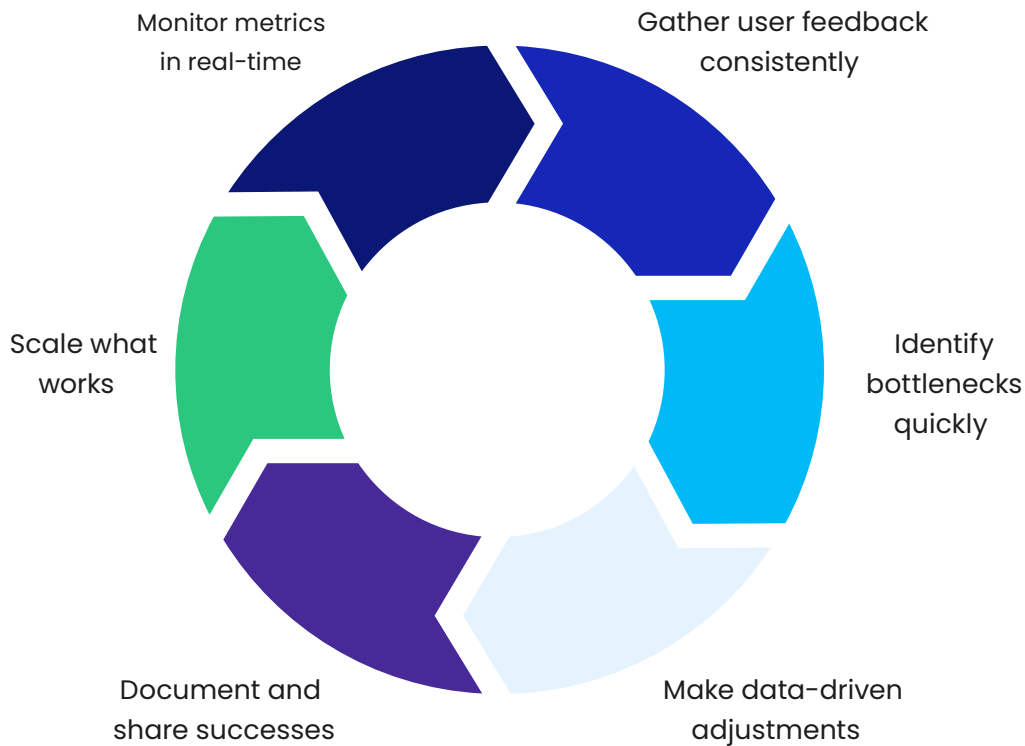- Update processes based on data
- Scale successful

**Key Performance Indicators:**

- Productivity gains
- Cost savings
- Error reduction
- Customer satisfaction

# Optimization Best Practices

Monitor metrics
in real-time

Gather user feedback
consistently

Scale what
works

Identify
bottlenecks
quickly

Document and
share successes

Make data-driven
adjustments

Execution is where strategy meets reality. The key to successful implementation lies in maintaining flexibility while staying focused on core objectives. Remember, transformation is a journey, not a destination. Regular review and refinement of your approach ensures long-term success and sustainable value creation.

## Common Pitfalls to Avoid:

- Trying to change too much too quickly
- Neglecting change management
- Focusing on technology over outcomes
- Ignoring user feedback
- Not measuring baseline metrics

# Get Started with KYP.ai

### Enterprise Steering
Guide operations in real-time with continuous data capture, analysis, and recommendations that improve productivity. Learn what hidden patterns and untapped potential lie within your data.

### Process Discovery and Optimization
Automatically map as-is processes, analyze pain points, design elimination, streamlining, and automation solutions. Use automated impact reporting to quantify cost savings and efficiency increases.

### Strategic Prioritization
Actionable recommendations offered by KYP.ai identufy and calculate businesses ue cases, enabling you to make data-driven decisions that drive ROI-oriented transformation initiatives.

### Automation and AI Identification
Use KYP.ai's sophisticated review of process maps and variants to define, support, and guide where to implement Automation and AI to improve business outcomes.

### KYP.ai Concerige
Enterprise leaders can answer any business question with conversational, self-service AI, that quickly mines through your operational data to provide insights.
Use Concierge to have every answer with intelligent data on–demand initiatives.

**Learn more**

# The Human Elements

While AI and automation drive efficiency, human insight remains crucial for success. The most effective transformations occur when organizations blend technological capabilities with human expertise. This hybrid approach allows companies to automate routine tasks while leveraging human creativity and strategic thinking for higher-value activities.

# 10 Value-Creating Use Cases for Global Business Services

**01** **Improve Average Handling Time**
Understand how to improve agent performance with continuous data-driven recommendations that improve your AHT by 20-30%.

**02** **Increase Productivity**
Pinpoint where you can decrease non-productive time and reduce shrinkage, boosting your productivity by 18-30%.

**03** **Manage Shift Adherence at Scale**
Use automated work schedule adherence to adapt real-time availability to demand, increasing active time per agent, by 2 hours per day.

**Boost First Call Resolution**
Use real-time guidance and Gen AI to guide more effective resolutions, boosting your FCR by 26%.

**05** **Streamline and Standardize Workflows**
Determine processes that can be improved, eliminated, or streamlined to increase automation by 26%.

**Reduce Passive Time**
Maximize active time by 15% and optimize your utilization rates with data-driven resource allocation.

**07** **Drive Smarter Automation**
Dynamic use case calculations quantify whichautomation and AI use cases best align to your goals, including increasing efficiency by 26%.

**08** **Replicate Top Performance**
Capture and repeat the workflows of your top performers to increase service volume by 16% without increasing spend.

**09** **Identify Value Streams for Clients**
Use KYP.ai to instantly understand and recommend improvements for your clients, identifying a $2.5 million optimization.

**10** **Reduce Training Costs**
Diagnose best training practices and workflows that allow employees to get trained 30% faster using KYP.ai data.

# Looking Ahead

The ships that will weather tomorrow's storms won't be the biggest or the most expensive. They'll be the most data-driven.

Picture your organization five years from now. While your competitors are still counting widgets and measuring call times, you're orchestrating a symphony of human expertise and artificial intelligence. Your operations aren't just efficient - they're predictive. Your employees aren't just productive - they're empowered. And your bottom line? It's not just growing - it's transforming.

**This isn't science fiction. It's happening now.**

The future of business operations isn't about replacing humans with machines. It's about creating a hybrid workforce where each complements the other. Where AI handles the mundane, humans innovate. Where machines process, people create. Where automation accelerates, human insight guides.

# About KYP.ai

## Optimize today, transform tomorrow

KYP.ai helps organizations capture productivity intelligence to improve how work gets done. Continuous data structuring allows users to understand, adapt, and reach peak organizational productivity.

Dashboards and conversational Gen AI highlight actions that enhance company profitability across your workforce, processes, and technologies.

**Request a demo**