

## **Efficient Management of Operations after a Fire Disaster in iPing BPO in Nov 11.**

iPing BPO has displayed its ability to successfully transit all designated operations from one location to another on more than one occasion. This disaster recovery plan was implemented due to unforeseen circumstances that led to an electric fire on the premises. However, our team was able to successfully re-establish functionality within 24 hours, with minimal disruption. The changeover also resulted in a significant increase in service levels and consequently caused better customer satisfaction.

### **About the Client:**

Our client is amongst the top 10 business houses in India. It consists of a wide range of industries, spanning from automobiles (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel to finance. We are dealing with the non-banking financial sector of this client.

### **Business Context:**

iPing BPO is running Inbound & Outbound BPO services for this client, of which the Inbound process was operated from Pune center since May 2009. However, on 16<sup>th</sup> November 2011 at 12 am, a fire incident took place due to an electrical short circuit where the entire office space including all Administrative & IT infrastructure was set to flames.

The first major challenge for our team was to resume operations in the minimum amount of time at a provisional site without affecting the customer service for our client.

Our second major challenge was to set up the required IT and Admin infrastructure at a new site.

Our third challenge was to maintain all the service levels throughout this transition as per commitment made to the client.

### **Solution:**

As per our Dynamic Orientation of the BPO Processes & Disaster Recovery plan, we had a backup of our IT infrastructure available at our Solapur center and image files of all the required settings were also available.

Our client also had their Ready-To-Go Disaster Recovery Center which we have used to resume the operations immediately.

As a basic preparation, we transferred our IT infrastructure backup to our client's DR center and our efficient IT team began the installation of all the

necessary systems on 16<sup>th</sup> Nov'11 at 12 PM& we completed testing of the setup successfully at 10 PM.

Our administrative team had also finalized a daily travel plan for all the employees to the DR center from the respective pick up points. This travel plan was communicated to all the employees, and was to be implemented from 17<sup>th</sup> Nov'11 onwards.

Lunch & Breakfast was also arranged at the DR center for all employees. Our team's effective organization, management and support led us to restore operations within 24 hours, on 17<sup>th</sup> Nov'11.

In this difficult time, our employees had supported us with dedication and honesty, due to which we were able to assure the quality of our customer service even at the DR center.

With regard to the new center, we began by finding appropriate locations. Once the location was finalized, we installed the required admin and IT infrastructure. After testing all equipments successfully, we went live at the new center within 55 days of the incidence.

We successfully started implementing new ideas for recruitment at the new location which ultimately improved our performance and our commitment levels with the clients.

### **Benefits:**

- Resumed operations within 1 day at minimal cost with minimum disruption.
- Restored complete infrastructure within 55 days after incident.
- Improved infrastructure which helped us to deliver services more efficiently.
- At this new location, we were able to attain the needed linguistic manpower comfortably, which reduced our overall hiring costs.
- Time taken to match client requirements was also reduced to a great extent.
- Achieved new goals in productivity & Quality.