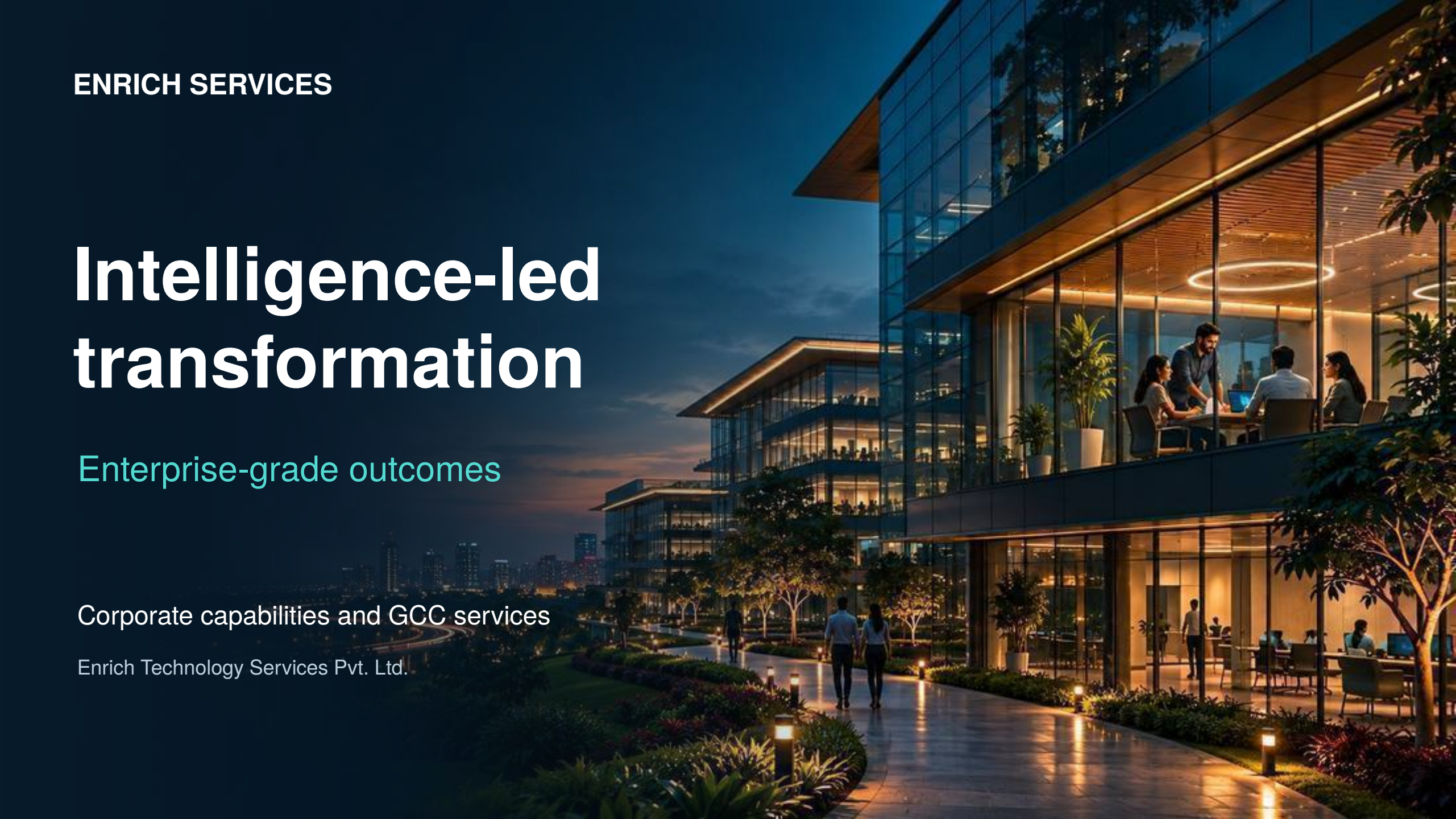
ENRICH SERVICES

Intelligence-led transformation

Enterprise-grade outcomes

Corporate capabilities and GCC services

Enrich Technology Services Pvt. Ltd.



THE EXECUTIVE CHALLENGE

Transformation needs one accountable owner

The gaps between workstreams are where value gets lost.

ALIGN THE WORK

Connect business priorities with technology, process and people.

CONTROL THE DECISIONS

Give risks, dependencies and trade-offs a clear owner.

PROVE THE BENEFIT

Track adoption and business outcomes alongside delivery.





THE ENRICH PROPOSITION

One partner across the transformation

ADVISORY

The business case and operating model

EXECUTION

Working applications, data and AI

GOVERNANCE

Decisions, risks and measured benefits

ACCELERATORS

Reusable platforms and playbooks

WORKFORCE

Leadership, specialists and capacity

Five capabilities. One delivery mandate

A shared business case keeps every capability working toward the same result.

SHARED BASELINE

The target state and value case guide each workstream.

LINKED DELIVERY

Technology, workforce and reusable tools support the same mandate.

EXECUTIVE CONTROL

One cadence connects decisions, adoption and benefits.



A decision gate at each stage



Each investment follows a tangible output and an agreed next decision.

01

Discover

Diagnostic and opportunity map

02

Design

Target state, roadmap and value case

03

Digitize

Working platforms, workflows and AI

04

Drive

Adoption, training and performance cadence

05

Deliver

Benefits review and a scale decision

BUSINESS OUTCOMES

Success has a business scorecard

GROWTH

Conversion, revenue quality and expansion

CUSTOMER

Resolution, journey quality and trust

PRODUCTIVITY

Cycle time, capacity and quality

RISK

Controls, compliance and auditability

SPEED TO VALUE

Decision time and benefit realisation

The baseline and KPIs are agreed during discovery.



PRACTICES THAT WORK TOGETHER

Capabilities assembled around your mandate

MODERNISE THE ENTERPRISE

AI and digital transformation, technology and product services

IMPROVE OPERATING PERFORMANCE

CX, BPM, productivity and PMO governance

BUILD CAPACITY AND GROWTH

Strategic advisory, leadership and workforce capacity





INDUSTRY CONTEXTS

Industry context shapes the solution

BFSI, LENDING & FINTECH

Visibility, controls and collections

GCCs & ENTERPRISES

Setup, leadership and transformation

BPO, BPM & CONTACT CENTERS

CX, quality and operating performance

RETAIL & ECOMMERCE

Store intelligence and engagement

MANUFACTURING & FIELD OPERATIONS

Workflow, service and analytics

GROWTH-STAGE BUSINESSES

Operating models, GTM and readiness

ENGAGEMENT OPTIONS

An engagement model for each decision

A defined scope provides a useful starting point and a clear route to expand.



01

Masterclass

Shared priorities
1–2 days

02

Diagnostic

Baseline and gaps
2–4 weeks

03

Roadmap

Target state and waves
4–8 weeks

04

Implementation

Working capability
Project scope

05

Leadership / PMO

Accountability
Retainer or mandate

Indicative formats. Timing and scope are agreed for each mandate.

DIAGNOSTIC ENTRY POINTS

Readiness creates a decision baseline

AI

Strategy, use cases, data and governance

DIGITAL

Operating models, platforms and adoption

CRM

Process, data quality and integration

AUTOMATION

Repeatability, feasibility and controls

GCC

Mandate, setup and leadership readiness

Each assessment produces a prioritised action plan.



AI adoption needs an operating model

VALUE

Prioritise use cases by value, feasibility and risk.

READINESS

Prepare data, platforms, people and processes.

CONTROL

Establish safe use, human oversight and AI PMO.

ADOPTION

Build role-based skills and track business benefits.

Human judgment remains accountable.



GCC services across the full lifecycle

Strategy and market entry
Setup and build-operate-transfer advisory
Fractional leadership
Technology and operations transformation
Growth and GTM

Workforce, change and PMO support each mandate.

The GCC CEO agenda

Eight priorities from strategy and setup to measurable business value

1 Strategy & vision

Mandate, business case and operating-model choices

2 Setup & market entry

Mobilisation, transition and specialist coordination

3 Operating model & governance

Decision rights, KPIs, processes and risk oversight

4 Talent & capability

Workforce plans, leadership and role-based development

5 Technology & innovation

AI, data and cloud roadmaps, modernisation and CoE design

6 Growth & stakeholders

HQ alignment, mandate expansion and global ownership

7 Operational excellence

Productivity, quality, service levels and improvement

8 Value realisation

Benefits, ROI and maturity against an agreed baseline



VALUE MEASURES Readiness, cost, productivity, talent, governance, capability and ROI

A GCC starts with a clear mandate

MANDATE

Define functions, scope and global ownership.

LOCATION & MODEL

Compare locations, talent and operating models.

INVESTMENT CASE

Establish cost assumptions and capability priorities.

SETUP ROADMAP

Document dependencies, decisions and launch priorities.

Output: a GCC charter and an investment decision.



Setup and transition with clear ownership



A staged plan connects mobilisation with stable operations and an agreed handover.

01

Assess

Mandate, risks and dependencies

02

Design

Organisation, controls and partners

03

Launch

Mobilisation and knowledge transfer

04

Stabilise

Service levels and operating cadence

05

Transfer

Acceptance and ownership handover

Roles, specialist partners and transfer conditions are defined in the mandate.

Senior leadership. A defined mandate



An interim or part-time GCC Head, Business Head or Transformation Leader.

Role charter and authority
Outcomes and review cadence
Succession and handover

Authority and outcomes are agreed at the outset.

Technology makes the mandate work

OPERATING MODEL

Service catalogue, processes and decision rights

AI & AUTOMATION

GenAI and agentic workflows with human review

DATA & PLATFORMS

Cloud, analytics and application modernisation

CUSTOMER & WORKFORCE

CRM, engagement and productivity enablement

CONTROL & ASSURANCE

Quality, privacy, PMO and benefits tracking



AI capability grows through real use cases



Leadership alignment and role-based learning feed a governed use-case pipeline.

01

Align

Executive AI masterclass and priorities

02

Enable

Productivity and prompt-a-thon

03

Discover

GenAI and agentic use-case backlog

04

Govern

Responsible AI and risk cadence

05

Scale

Champions, AI CoE design and value tracking

Growth follows the business model



GCC mandate expansion

ALIGN

Headquarters priorities and unmet demand

PROVE

Service performance and stakeholder trust

EXPAND

New functions and global ownership

GOVERN

Sponsorship and capability delivery

IT services growth and GTM

POSITION

Target customers, offerings and account plans

PURSUE

Major deals and executive conversations

DEVELOP

Account expansion and channel partners

MANAGE

Pipeline cadence and growth metrics



CX, BPM & PRODUCTIVITY

Better CX starts with better operations

LISTEN & MAP

Use CX diagnostics and process mining to locate failure points.

REDESIGN

Improve policies, workflows and hand-offs.

ENABLE

Equip people with knowledge and automation.

MEASURE & IMPROVE

Review CX, quality and productivity in one cadence.

TECHNOLOGY & PRODUCT SERVICES

Technology delivery for live operations

BUSINESS & EXPERIENCE

Requirements, journeys and operating rules

APPLICATIONS & WORKFLOW

CRM, portals, case management and automation

DATA & INTELLIGENCE

Integration, analytics, AI and executive visibility

PLATFORM & CLOUD

Architecture, reliability and scale

QUALITY & ASSURANCE

Functional, automation and performance testing



CRM CONSULTING

CRM supports the next customer decision

READINESS

Clarify process, data quality, ownership and integration.

WORKFLOWS

Connect leads, customer 360, cases and field work.

IMPLEMENTATION

Configure before customising, with adoption in view.

MEASUREMENT

Track data quality, usage and business KPIs.



PMO & TRANSFORMATION GOVERNANCE

A transformation office creates execution control

RISKS & DEPENDENCIES

A shared register with owners and actions

DECISIONS

Clear owners, due dates and rationale

ADOPTION

Usage, capability and change signals

BENEFITS

Baseline, actuals, forecast and next actions

Weekly reviews feed monthly executive decisions.



STRATEGIC ADVISORY & GROWTH

Growth and capital need execution readiness



Growth and market expansion

POSITION

ICP, value proposition and market thesis

ENTER

Route-to-market and entry model

PARTNER

Profiling, diligence and commercial logic

ACTIVATE

Account plans, pipeline and governance

Capital and transaction readiness

NARRATIVE

Business plan and growth evidence

READINESS

Financial and governance gaps

PROCESS

Stakeholders, diligence and decisions

CONTROL

Mandates, confidentiality and conflicts

Commercial and strategic advisory. Regulated advice remains with appropriately authorised specialists.



LEADERSHIP & WORKFORCE

Capability and capacity with clear accountability

LEADERSHIP & CHANGE

Fractional leaders, decision rights and adoption

LEARNING & PERFORMANCE

Role-based learning, AI capability and coaching

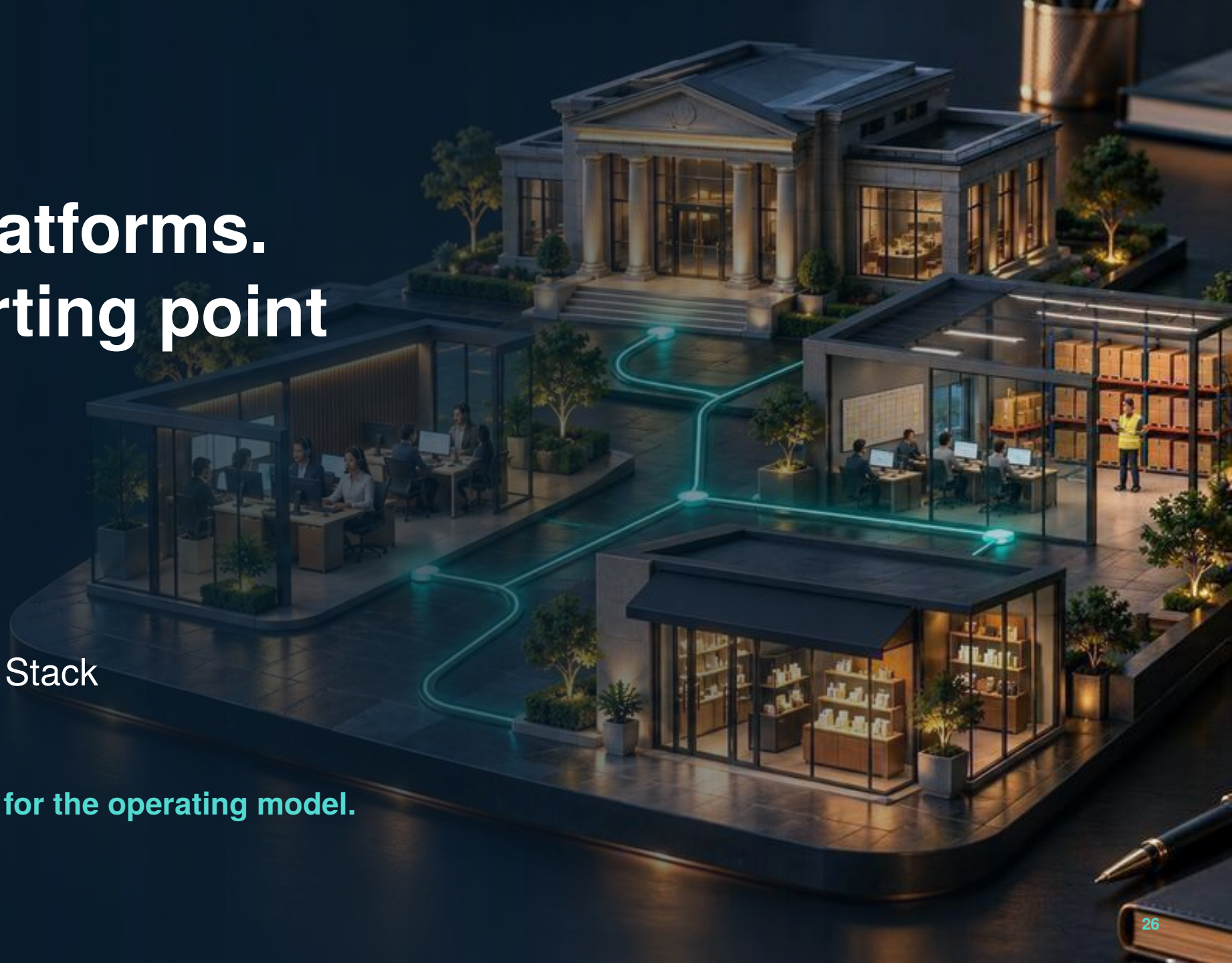
WORKFORCE & HIRING

Planning, role design, RPO and staffing

ONBOARDING & GOVERNANCE

SLA, KPI and transition discipline

Reusable platforms. A faster starting point



LendingOS
Enrich CRM
Productivity Suite
Store Automation
Customer Engagement Stack

Configured and integrated for the operating model.

Visibility across the lending lifecycle



Connect front, middle and recovery operations with workflow control and compliance evidence.

01	02	03	04	05	06
Acquire	**Onboard**	**Assess**	**Service**	**Collect**	**Recover**
Lead and channel	KYC, documents and OCR	Decision support	Cases and engagement	Segmentation and strategy	Agency and recovery evidence

Audit trails, portfolio dashboards and policy exceptions support oversight.



ENRICH CRM

Customer context that travels with work

CUSTOMER 360

Unified context for growth and service

LEADS & CAMPAIGNS

Acquisition, qualification, quotes and nurture

CASES & FIELD

Resolution, SLA, escalation and field evidence

REPORTING

Data quality, KPIs and management visibility

VARIANTS

Banking, IT service and retail



ENRICH PRODUCTIVITY SUITE

Productivity insight for better decisions

TIME & ATTENDANCE

Policy-approved effort signals

TASKS & TELECALLER

Priorities, ownership and lead support

FIELD

Location and service evidence

DOCUMENTS & OCR

Capture, classify and route

BI & ASSETS

Dashboards, trends and cost visibility

MANAGED IMPROVEMENT

Interpret, coach and track the benefit

Transparent policies and role-relevant measures.

ENRICH STORE AUTOMATION

Store signals become operating decisions



Retail intelligence connects experience, service and merchandising with privacy controls.

01

Sense

Footfall, occupancy and events

02

Interpret

Patterns, exceptions and context

03

Act

Store operations, service and compliance

04

Learn

Dashboards, audits and improvement

Purpose, consent where required, access, retention and human review form the control layer.

CUSTOMER ENGAGEMENT STACK

One customer context across every channel

CHANNELS

Voice, WhatsApp, SMS, chat, email, social and video

ORCHESTRATION

Routing, identity, consent, context and escalation

SERVICE CAPABILITY

CRM, human assistance, bots, QA and analytics

Resolution, quality and campaign visibility.



Priority problems and Enrich pathways

BUSINESS PRIORITY	ENRICH PATHWAY
AI governance	AI readiness, responsible AI and AI PMO
Agentic AI discovery	Discovery sprint and pilot charters
Growth and service	CRM readiness, Enrich CRM and engagement
Lending and collections	LendingOS and portfolio governance
Omnichannel engagement	CRM, communications, bots and QA
Workforce productivity	Productivity Suite and improvement cadence
Transformation governance	PMO, control towers and benefits tracking
GCC setup and scale	Strategy, setup/BOT advisory and fractional leadership

Governance with three operating levels



Linked forums connect executive decisions with programme control and workstream delivery.

01

Executive forum

Priorities, funding and scale decisions
Monthly / as needed

02

Transformation office

Dependencies, adoption and benefits
Weekly

03

Workstreams

Design, build, test and transition
Daily / sprint cadence

TRUST & ASSURANCE

Enterprise adoption needs visible assurance

QUALITY

ISO 9001:2015 certified organisation

SECURITY

Access, environments, logging and vendor controls

RESPONSIBLE AI

Human oversight, safe use and risk registers

PRIVACY

Purpose, consent, retention and data minimisation

PARTNER GOVERNANCE

Roles, authorisation, commercials and escalation



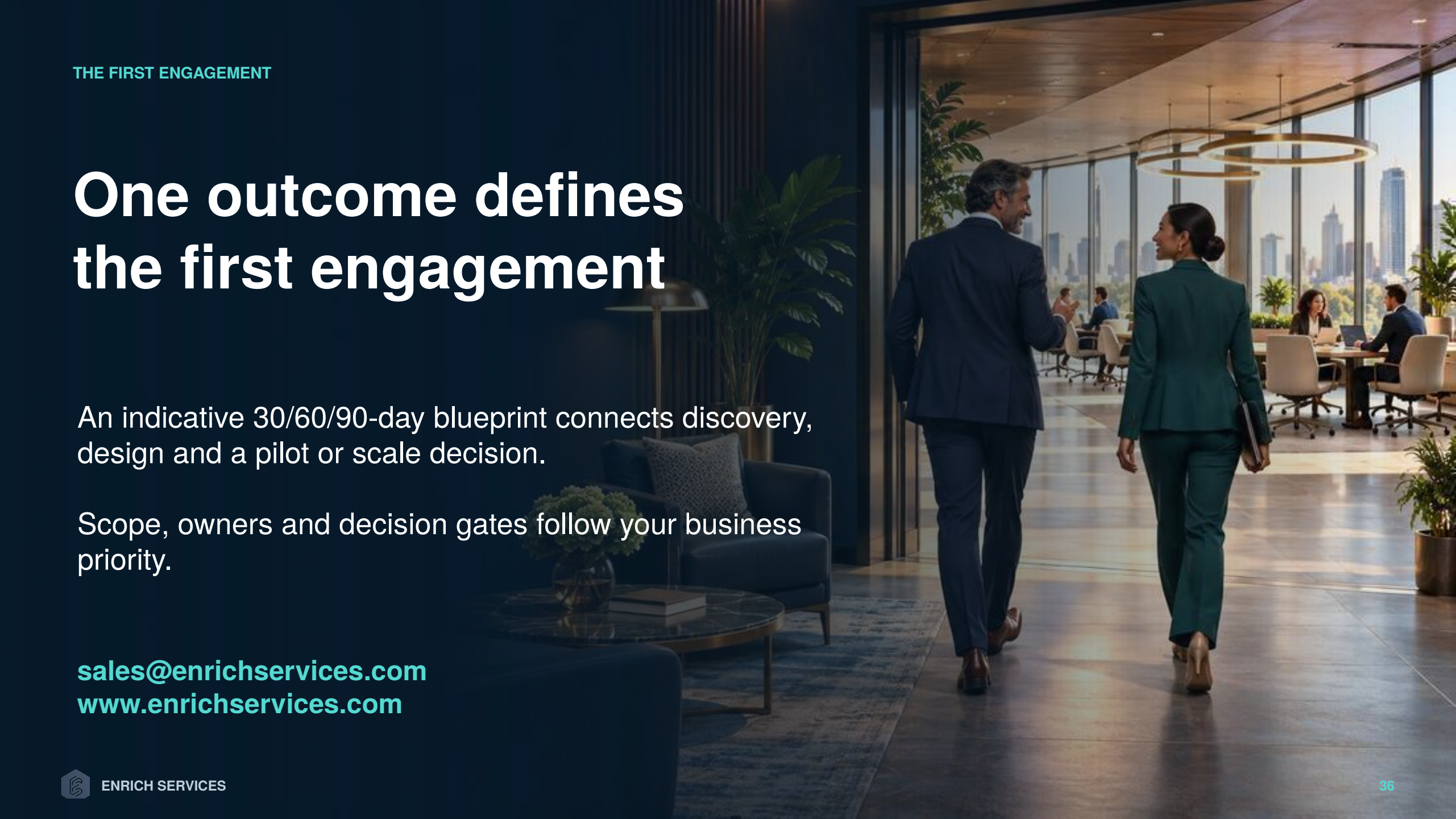
Accountable leadership. Connected execution



GCC lifecycle support
Fractional leaders and specialists
Reusable platforms and playbooks
Governance and benefits tracking

A clear mandate links advice with delivery.

One outcome defines the first engagement



An indicative 30/60/90-day blueprint connects discovery, design and a pilot or scale decision.

Scope, owners and decision gates follow your business priority.

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