

# KINETIC™

YOUR BEST OPTIONS IN MOTION



**Accelerate Business Velocity  
Using Kinetic BPO Services**

## The Need for Speed!

The purpose of this paper is to provide executives with specific insights and ideas as to how Kinetic BPO can help accelerate their business goals.

Let's explore the concept of business acceleration and why it has become an important topic in today's marketplace.

Globalisation and open market economies make it easy for a company on the other side of the globe to acquire customers right next door to you. Even in countries where there are levels of protection for industry or restricted trade, it is nearly impossible to prevent a customer with access to the Internet from finding an alternate product or service to the one you are offering.



Globalisation has changed who our competitors are and the very nature of how we compete. To stay ahead of the competition we not only need to provide great value products and services, but we need to get them to our customers before our competition does. It may be great that your focus is on innovation or improving the customer experience to beat your competition, but if your competition is able to execute their plans faster and maintain a good customer experience then they will acquire greater market share.

Speed in business requires fuel to accelerate. This fuel or accelerator can come in many shapes but its core function is to create the necessary energy in your business to make you move faster. There are often common problem areas in business that slow you down and need to be addressed:

1. **The culture of the company may simply not be conducive to speed.** Rather than change the culture, look at a faster way to gain speed. Create a separate unit, company or partner with a company that has a different culture and has been

designed to give you faster speed to market.

2. **Internal business processes may be cumbersome and inefficient** leading to slow business activity. These processes need to be revised, redesigned or outsourced to reduce any bottlenecks slowing you down.

3. **Internal communication is poor.**

Companies with ineffective communication lines are unable to execute plans at the same pace as

companies with well-structured and efficient methods of communication. Any project will get delayed if communication is not clear, constructive and efficient.

4. **Poor planning** leads to a lack of internal and external activity

required to achieve faster speed to market. Employees may have the direction from top management but require well thought out plans to achieve their targets at the optimised speed.

5. **Poor focus** and prioritisation leads to members focusing their energies on numerous non-productive tasks instead of specific tasks that will give the company the momentum it requires. Companies can get greater focus by outsourcing non-core functions which currently distract them from having the necessary focus to achieve their goals.
6. **Skill-set deficiency** is not only about just technical skills. Most employees have the necessary technical skills but few have the entrepreneurial or visionary skills required to get a product or service to market at the speed required. Obtaining these skills through external partners is often an efficient way of filling the internal skill gap.

7. **Poor agility** leads to companies heading down a path that may not be the most rewarding because changes to the original plan. Rather than deciding to adjust or terminate the plan, some will remain committed to a project simply because there isn't scope for agility.

## How can Kinetic BPO Accelerate Your Business?

Kinetic BPO was founded on the concept of providing companies with a partner who could help accelerate their business goals using leading world best practices.

The dictionary definition of kinetic energy is stated as:

*The work needed to accelerate a body of a given mass from rest to its stated velocity.*

Unlike traditional service providers we focus around adding value to your business in areas you may not have even considered. Our primary objective is to be able to offer solutions to our select clients which will accelerate their business and enable them to become more profitable and sustainable over the longer-term. To achieve this goal, we focus primarily on providing solutions that address the problem areas listed in this paper which prevent companies from achieving the necessary speed required to stay ahead of their competition.

We believe we can provide the best option for our clients because we have in-depth industry experience, we are at the forefront of business strategic thinking, and we have a proven track record for delivering for our clients. Our solutions are custom designed for our clients to address the three key domains that provide accelerators in modern day business:

1. **Faster execution of business plans**
2. **Better customer experiences than offered by the leading competitor**
3. **Cheaper operating models**

## Types of Solutions to Accelerate Your Business

A sample of the types of solutions delivered by Kinetic that lead to greater speed as are as follows:

1. **Customer Experience Consulting:** We can define and design a strategy covering all aspects of customer experience management. Whether you are seeking a review of your existing strategy or a complete transformation, Kinetic has the expertise.
2. **Business Strategy Consulting:** Having an external company with global experience can help you identify any gaps in your strategy or identify how to enhance it further to maximise the return on investment.



3. **Business Process Outsourcing:** This encompasses a wide range of outsourcing of non-core functions. We can review the current processes and determine which ones are best suited for outsourcing. Our goal is not only to reduce cost but to accelerate your ability to execute on your strategy by taking away current distractions away or by redesigning processes. The outsourcing can lead to multiple benefits and we review all dimensions of outsourcing.

4. **Manpower Outsourcing:** Many companies lack the necessary skill-sets that enable them to move quicker than their competition. Kinetic can provide short or long-term resources to fill any skill gaps you may have. We can even manage aspects of your business to make it more productive and more aligned with your business goals.
5. **Automation Using Technology:** There are a number of business processes within a company that could be completed using technology. Traditional or labour intensive back-office functions may be completely or partially replaced using automation and the latest technology. Kinetic can provide the technology solution or help re-design a process to take advantage of current technology solutions and save you on current fixed costs.
6. **Training & Development:** Many companies lack the softer skill-sets that lead to greater speed in execution. Our training programs have been designed after years of experience in start-up companies. We can teach staff of larger companies to think and move like smaller and more agile companies. In addition, we have programs to train and develop your staff to elevate the customer experience to "inspirational" levels.

## Kinetic as a Next Generation BPO

Kinetic BPO is considered a *Next Generation* business process outsourcing (BPO) provider. We have identified that over various generations of outsourcing, the expectations of clients has evolved to become a high-performing provider, we needed to provide a service to our clients that would differentiate us in the marketplace.

Companies are now seeking strategic providers who can act as partners in their business and help them navigate more effectively, to achieve their business goals faster. Kinetic BPO partners with clients and delivers market and customer insights,

strategic input, greater flexibility, and more innovation to solve business problems.

We have worked with some of the largest blue chip companies in a multitude of industries around the world. The types of companies our team has worked with include:

1. Virgin Mobile, Australia
2. VIVA Bahrain
3. VIVA Kuwait
4. Mitsubishi Motors, Australia
5. Cell-C ,South Africa
6. Air France/KLM Airlines, France
7. ING, Australia
8. ANZ, Australia

We are an ideal partner for high growth second or third tier companies wanting to accelerate their business goals.

## Where to Next?

Kinetic BPO is committed to accelerating business outcomes for organisations. We have a proven track record and extensive experience in delivering on our customer promise.

We provide a range of services from full outsourcing of front or back office through to consultancy and training.

We service markets all over the world with a particular focus on emerging markets.

Feel free to contact us to learn how we can assist your company.

**If you would like to know more about how we can help you improve your customer experiences then contact us at:**

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