



BPO IN THE DIGITAL TRANSFORMATION: CHALLENGE or OPPORTUNITY?

FRANK SCHELLENBERG - CEO

*The BPO landscape is changing
day by day!*



*“We live in a moment of history where
change is so speeded up that we begin
to see the present only when it is
already disappearing.”*

R.D. Laing

An example of order process

In the 1990s


Buyer - Ordering

ORDER FORM

ORDERED BY:	SHIP TO: IF DIFFERENT from ordered by.
Name: <i>Frank Schellenberg</i>	Name: _____
Address: <i>Germany</i>	Address: _____
Town: <i>Leipzig</i> State: _____ Zip: _____	Town: _____ State: _____ Zip: _____
Phone #: <i>078912345</i>	

QUANTITY	CATALOG NUMBER	ITEM AND DESCRIPTION	PAGE	GLAZE CODE	UNIT PRICE	AMOUNT
<i>06</i>	<i>C19</i>	<i>Clipper</i>		<i>20</i>	<i>50c.</i>	<i>€3.00</i>
<i>02</i>	<i>C19</i>	<i>Shear</i>		<i>20</i>	<i>20c.</i>	<i>€1.00</i>
Subtotal						<i>€4.00</i>
Shipping						
Grand Total						

Clippers, Shears and Shaving Supplies



Catalog

Ordering products from catalog is very popular

Postal service-Delivering



Data entered manually into delivery note

Supplier - Invoicing



Capture data 100% manually into inventory list
Export paper invoice

In the 2010s

Buyer - Ordering



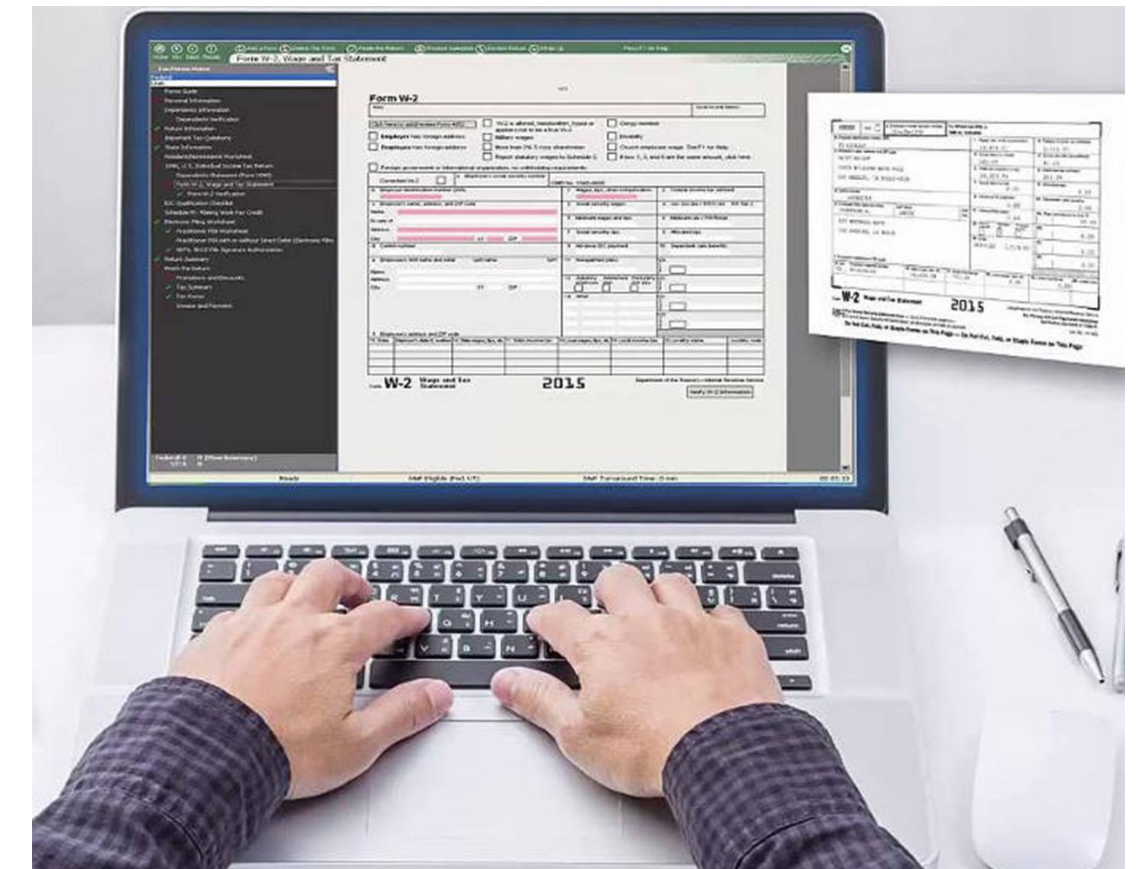
*Shopping online - the most common way to buy things
Easy to buy with a click*

Postal service- Delivering



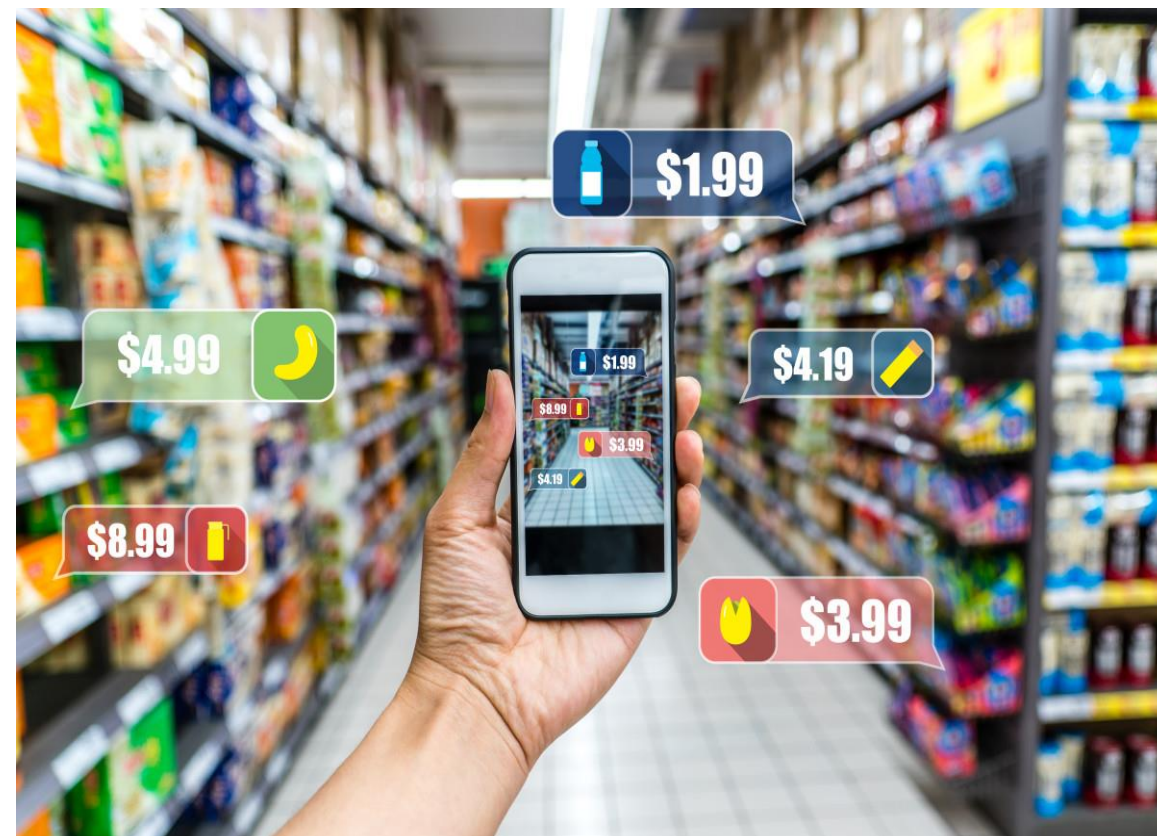
Shipping with 'Track and Trace' system

Supplier - Invoicing



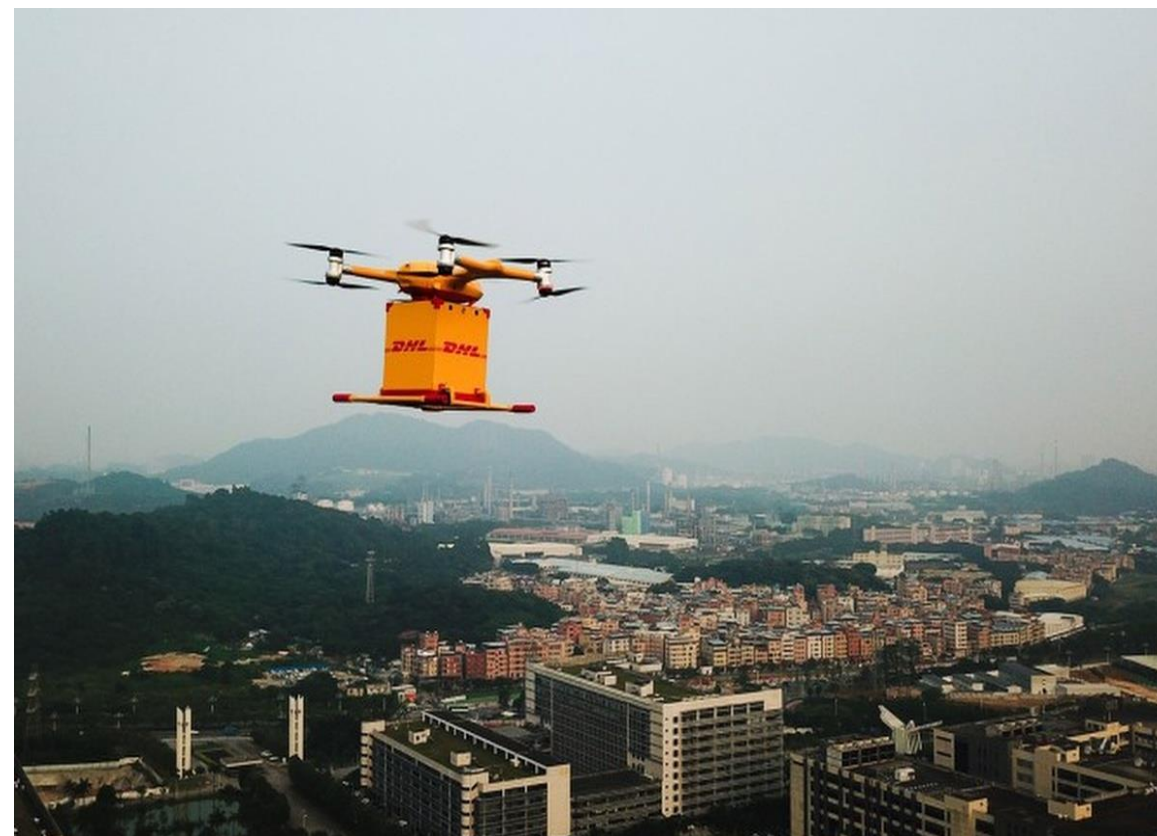
*Data extracted: 60% automatically and 40% manually
Automate e-invoice process*

Buyer - Ordering



VR, AR and IoT change the way to shop

Postal service- Delivering



*Autonomous trucks and drones
Real time Monitoring*

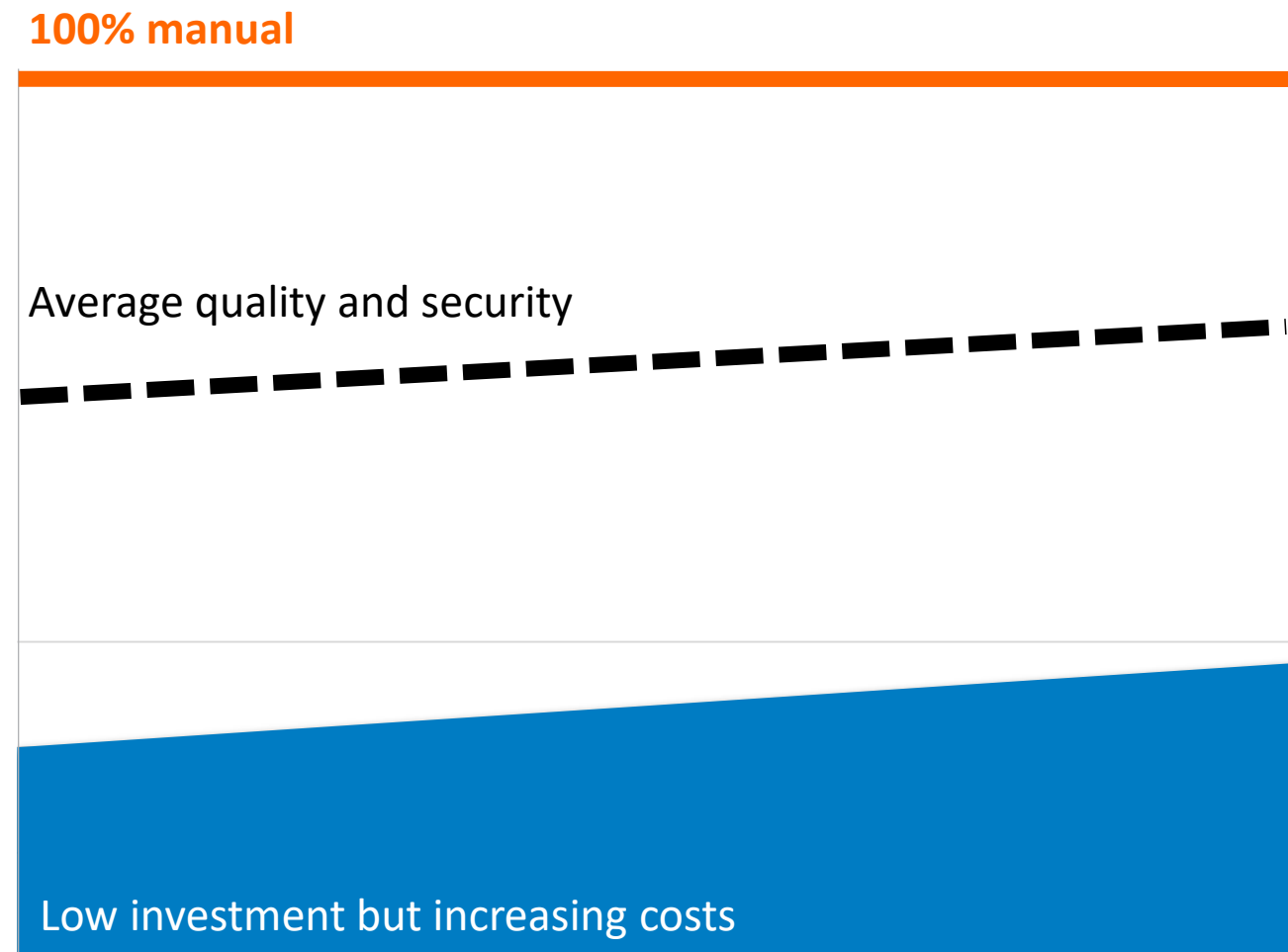
Supplier - Invoicing



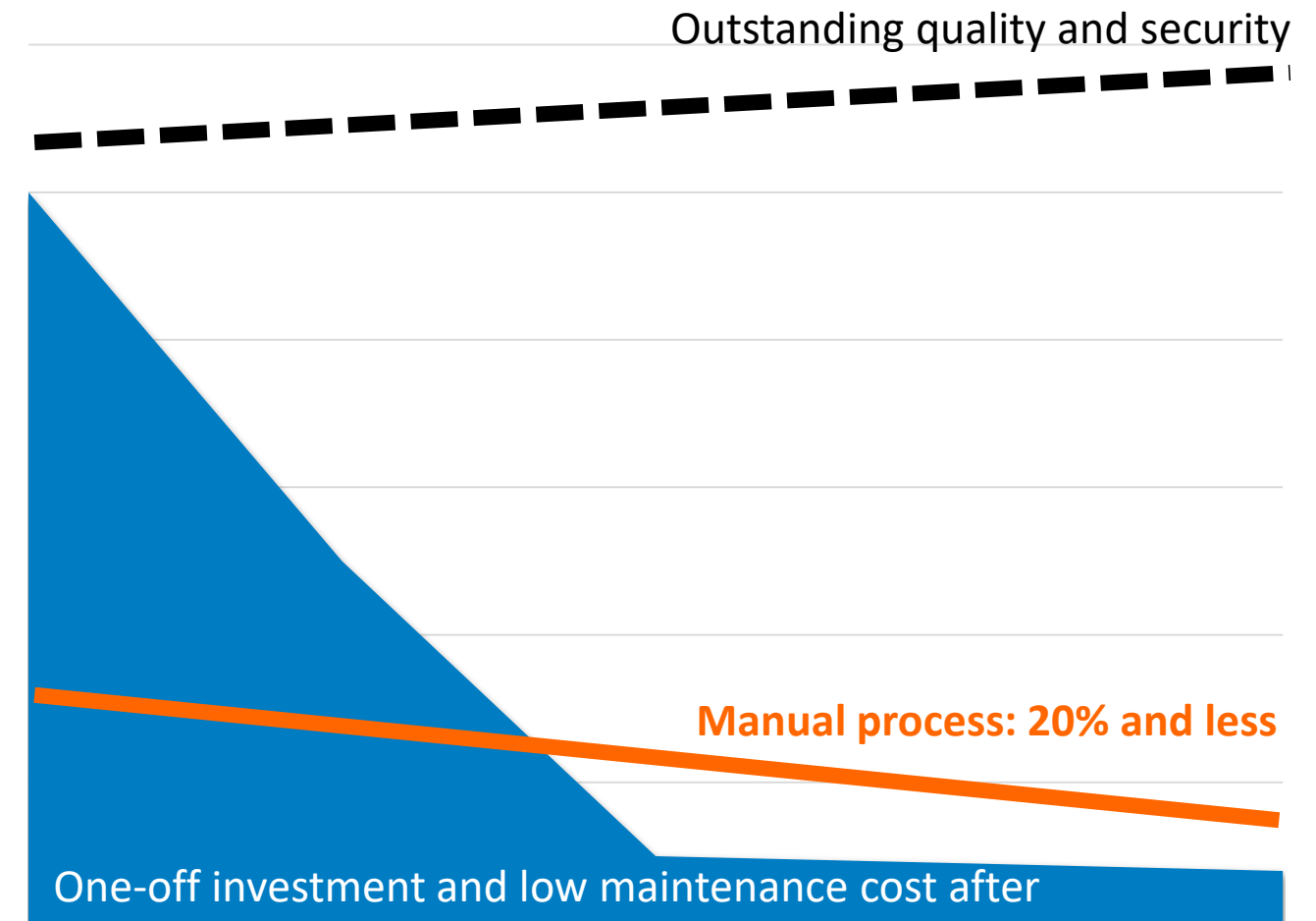
OCR technologies, AI and Machine learning help to process data 90% and only 10% need humans support

Comparison of Traditional and Digital BPO

Traditional BPO



Digital BPO




Investment

Manual Process

Quality and Security

*Investing in technology helps BPO providers significantly **reduce cost** in a long run, also **improve service quality and security**.*

A close-up photograph of a hand holding a futuristic, multi-barreled weapon. The weapon is metallic and has several barrels of varying lengths extending from a central grip. The hand is positioned on the left side of the frame, gripping the handle. The background is a solid, dark grey color. The text "Digital Transformation - Fighter or Surrender" is overlaid in white, bold font across the center of the image.

Digital Transformation - Fighter or Surrender

The cases of...



Inability to act - Unable to innovate



Transforming from Hardware provider
to Information Technology



Strategic Failures - Digital Photography
destroyed film-based model



Telecoms: from analogue telephony to a
digital Service provider



DIGITAL TRANSFORMATION

Opportunity or Challenge?

You decide!



GERMAN QUALITY – MADE IN VIETNAM

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