

## INDUSTRY – Citizen Services

### Client Profile

An initiative of Government to provide identification to over 60 Cr residents by 2014 with a well-defined turnaround time and adhering to stringent quality metrics. The client has 158+ enrollment agencies across India for citizens.

### Business Challenges

In this difficult economic environment, governments are facing higher public pressure to improve efficiency and to cut costs. Government's number one priority is to serve employees and citizens whom require prompt and efficient interaction. To improve efficiency, departments and agencies today are increasingly looking to focus on their core processes. Business Process Outsourcing (BPO) grows as a necessary solution for government decision makers.

### Tata BSS Solutions

- **Toll Free line:** To address citizen queries and grievances related to pre-enrolment, post enrolment, register enrolment and other ecosystem.
- **Email:** Citizen's QRCs related to their identification are handled through email channel & passed on to concerned department.
- **Frequency and Duration:** All the services are ongoing. Operating window : 7 AM – 11 PM (Weekdays) & 8 AM – 5 PM (Sundays)

### PERFORMANCE HIGHLIGHTS

Tata BSS acts as a single point of contact for citizens across country for knowing the status of their cards, process to enrol, enrolment agency address etc.

This ensures that maximum citizens are engaged in this initiative & effectiveness of the initiative is enhanced.

### ABOUT Tata BSS

Tata BSS helps its clients increase its customer base, retain high value customers, protect their brand reputation and provide efficient and scalable BPM services. Tata BSS serves industry leading customers in North America, Europe and Asia across major industry verticals. Inspiring trust and un-complicating business transformations since 2004, Tata BSS is a wholly owned subsidiary of Tata Sons, the holding company of the 142 years old Tata Group.