

Contact Centre Transformation

Design better customer journeys. Build a smarter operating model. Turn AI and automation into measurable value.

WHO WE ARE

Practitioners. Disruptors. Transformation partners to Finance & GBS leadership.

Proservartner is an award-winning, independent transformation consultancy. Since 2008 we have helped Finance, HR, Procurement and GBS leaders cut cost, raise quality and unlock the potential of AI and automation -combining functional expertise with end-to-end delivery.
We don't just advise, we execute alongside you, all the way from strategy to steady-state.

150+	15+	18 yrs	#1
Transformation experts globally	Average years of practitioner experience	Delivering Finance & GBS Transformation	GSA Advisory Firm of the Year 2025

WHAT MAKES US DIFFERENT

Practitioners, not theorists
Senior operators who have sat in your seat. Straight-talking, ROI-focused, allergic to slideware.

End-to-end delivery
From vision and business case through build, migration and stabilisation.
We stay with you all the way.

Truly global, truly independent
Offices across UK, Europe, US, Middle East and India.
No vendor bias, no upselling.
We focus on your outcomes only.

"The Proservartner difference is that they stay with you throughout the journey. The big 4 advise -Proservartner take you all the way."

-VP, Univar Solutions

"A game-changer for us. Streamlined operations, significantly reduced costs and improved decision-making."

-CFO, HSS Hire

"Their expertise and strategic approach have been invaluable in guiding us towards enhanced financial efficiency."

-CEO Dorsch Global



Dhru Patel
COO · dhrupad.patel@proservartner.co.uk



Rakesh Sangani
CEO & Founder · rakesh.sangani@proservartner.co.uk

TRANSFORMATIONS BUILT ON FOUR CONNECTED FOUNDATIONS

Contact centre performance rarely improves through technology alone. Sustainable change balances process, people, governance, data and technology.

PROCESS

PEOPLE

GOVERNANCE & DATA

TECHNOLOGY

The right balance of these elements creates the optimal operating agenda for any organisation. Proservartner helps organisations deliver their transformation, automation and centralisation goals by providing experienced specialists to support every key stage of the journey, whether that's targeted consulting, end-to-end automation, or designing, building, migrating and optimising functions from the ground up.

WE COVER THE FULL OPERATING AGENDA

Target Operating Model

Service tiers, roles, sourcing, locations, decision rights and governance.

AI & Automation

Self-service, conversational AI, agent assist, after-call automation and prioritised use cases.

Performance & Workflow

Forecasting, scheduling, quality, coaching, analytics and balanced scorecards.

Programme & Change

Delivery governance, stakeholder engagement, training and adoption.

Process & Journey Design

Customer journey mapping, root-cause analysis, simplification and end-to-end ownership.

Technology & data

Platforms, integration, data quality and enabling technology.

Customer Experience & Quality

Customer satisfaction, quality assurance, complaint analysis and continuous improvement.

Roadmap & Readiness

Sequenced initiatives, business case, dependencies, pilots and implementation planning

We bring our four core elements to optimise your organisation and accelerate your journey to operational excellence.



Dhru Patel
COO · dhrupad.patel@proservartner.co.uk



Rakesh Sangani
CEO & Founder · rakesh.sangani@proservartner.co.uk

THE GBS JOURNEY

End-to-end transformation capability- we support organisations across the full Global Business Services lifecycle

1	**Vision, strategy & business case** Define the vision, set strategic objectives and build the business case.	DEFINE
2	**Scoping & governance** Define scope, stakeholders, decision rights and the governance model.	DEFINE
3	**Location strategy** Assess location options and define the optimal location strategy.	ANALYSE
4	**Process readiness & reengineering** Assess current processes, remove complexity and design future state.	ANALYSE
5	**Target operating model design** Design the operating model -roles, structure, capabilities and enablers.	DESIGN
6	**KPI & control framework** Define KPIs, targets and controls to drive performance and accountability.	DESIGN
7	**Programme & change management** Plan and execute the programme, engage stakeholders and manage change.	DELIVER
8	**Stabilisation & measurement** Stabilise operations, track performance and embed new ways of working.	DELIVER
9	**Continuous optimisation & automation** Drive continuous improvement through data, automation and innovation.	SUSTAIN



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FROM DIAGNOSIS TO SUSTAINED VALUE

A modular approach allows organisations to begin with a focused assessment or build towards a wider transformation programme.

01 ASSESS

Establish an evidence-based view of maturity, performance, customer friction and value opportunities.

02 DESIGN

Define the target operating model, priority journeys, capability requirements, business case and roadmap.

03 TRANSFORM

Deliver change in manageable waves: process redesign, platform and AI use cases, workforce enablement and governance.

04 OPTIMISE

Track realised value, refine performance, strengthen adoption and maintain a prioritised improvement backlog.

A typical six-week assessment:

Phase	Focus	Outputs
Week 1 · Mobilise & discover	Kick-off, stakeholder map, data request and document review.	Agreed scope and discovery baseline
Weeks 2–3 · Diagnose	Interviews, operational data analysis, call/floor observation and journey mapping.	Evidence pack and current-state findings
Weeks 4–5 · Synthesise & design	Maturity scoring, opportunity sizing, prioritisation and target-model options.	Maturity heatmap and prioritised backlog
Week 6 · Recommend & roadmap	Business case, phasing, validation workshop and leadership readout.	Recommendations and transformation roadmap

The scope can be scaled: a lighter health check can focus on two or three priority dimensions; a deeper engagement can add target operating model design and an implementation plan.



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WHAT WE HELP YOU SOLVE

We assess the whole operation- from customer intent and channel choice through resolution, workforce, technology and value realisation.

Maturity & performance assessment

Evidence current maturity across strategy, journeys, people, process, technology, data and commercial performance.

Customer journey & channel strategy

Identify friction, repeat contact, channel switching and opportunities to resolve needs at the right point.

Target operating model

Define service tiers, roles, capabilities, governance, sourcing and the connection between front and back office.

Workforce & quality

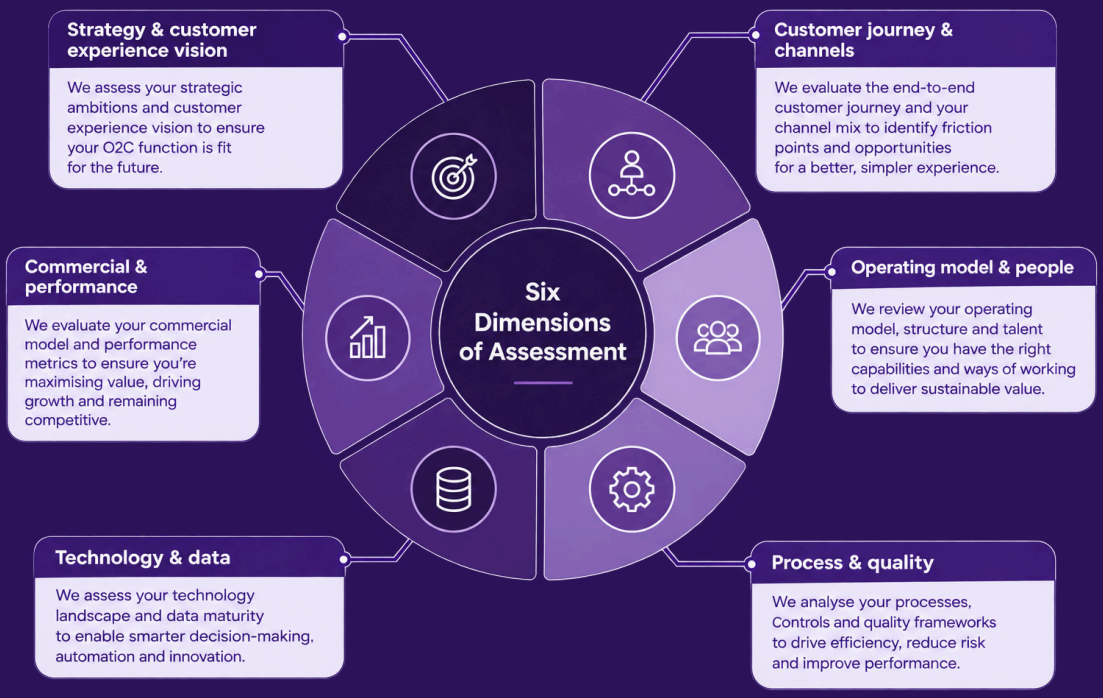
Improve forecasting, scheduling, coaching, quality assurance, knowledge use and the agent experience.

AI, automation & knowledge

Prioritise use cases, improve knowledge foundations and establish controls for AI-enabled service.

Business case & roadmap

Quantify value levers, sequence delivery, identify dependencies and set clear benefit owners.



Each dimension is scored against a five-level maturity scale using operational data, interviews and observation. The output is an evidenced view of current maturity, priority opportunities and the actions needed to progress.



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APPLY AI WHERE IT IMPROVES THE JOURNEY

The technology works best when it is built on well-mapped journeys, trusted knowledge, clear controls and an explicit measure of success.

Self-service & conversational AI

Resolve appropriate routine enquiries across voice and digital channels, with a clear route to a person when needed.

Agent assist & copilot

Surface relevant knowledge, prompts and next-best actions during interactions—supporting agents on complex contacts.

After-contact automation

Support summarisation, disposition and CRM updates to reduce wrap work and improve consistency.

Routing & orchestration

Match customers to the appropriate channel, skill or service tier while preserving context across hand-offs.

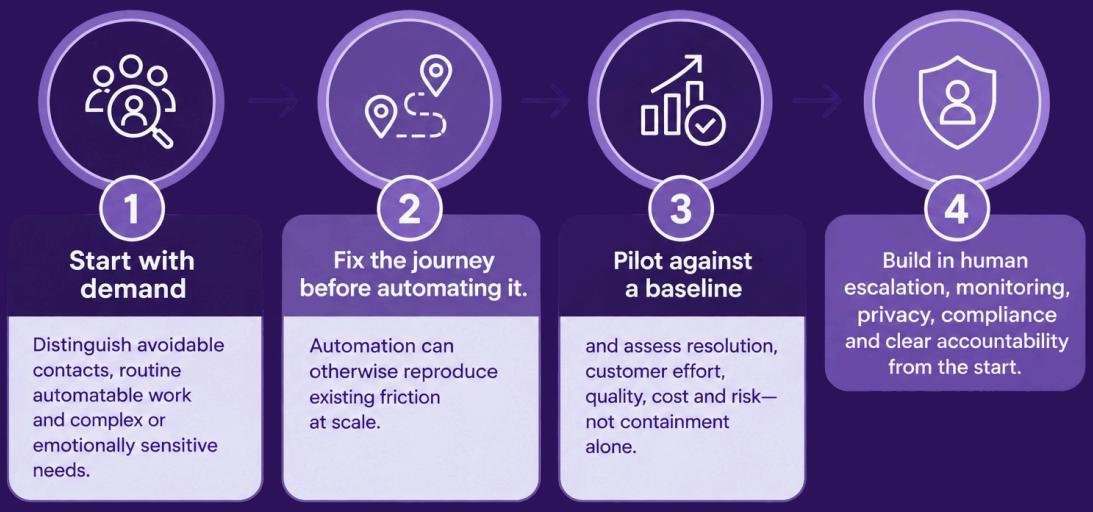
Conversation analytics

Analyse calls and chats to identify themes, friction, quality issues and root causes at scale.

Knowledge management

Maintain a governed source of truth for customers, agents and automated experiences.

A DISCIPLINED ROUTE TO VALUE



Illustrative playbook ranges, not Proservartner guarantee, include 30–50% containment of eligible contacts through self-service and 20–40% lower average handle time with agent assist. Any business case should be sized and validated against the organisation's own demand and operating data.


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MAKE THE BENEFITS MEASURABLE AND OWNED

A credible transformation links customer experience to enterprise value, with a baseline, a named owner and a plan to realise the benefit.

Revenue & retention

Improve save and conversion opportunities, reduce churn through better service and use customer insight to support relevant outreach.

Cost-to-serve

Reduce avoidable demand, repeat contacts and after-call work; improve capacity planning and routine self-service.

Risk & compliance

Support consistent, auditable handling, stronger complaint management, appropriate vulnerable-customer protection and monitored AI decisions.

A BALANCED SCORECARD

Measure	What it helps you understand
Customer	CSAT, customer effort, complaints and experience by journey
Resolution	First-contact resolution, repeat-contact rate and transfer rate
Efficiency	Cost per contact, average handle time and after-contact work
Digital & AI	Containment, completion, escalation and quality of resolution
Workforce	Forecast accuracy, schedule adherence, attrition, engagement and coaching
Value & control	Benefits realised, compliance exceptions, risk indicators and adoption

> Benefits should be tracked from approval through delivery to realised value. Where performance diverges from the case, owners should adjust the roadmap and assumptions.


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BUILD A CONTACT CENTRE THAT WORKS BETTER FOR CUSTOMERS AND THE BUSINESS

Whether you are defining the ambition, validating an AI business case or redesigning the operation end to end, Proservartner can help connect the dots between business needs and the technology that will deliver.

START WITH THE RIGHT QUESTION

01

Where is demand coming from?

Identify the journeys driving volume, repeat contact and avoidable cost.

02

What should change first?

Prioritise actions by customer value, feasibility, risk and expected benefit.

03

How will we prove it worked?

Agree baselines, success measures, ownership and value tracking before implementation.

Better journeys start with a clear question and finish with measurable value.



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WHY PROSERVARTNER

Your partner for end-to-end transformation

01 International Experience

- Senior experts from industry, Big 4 and SIs
- Specialists with 15+ years average experience
- Delivered across Europe, Middle East, Asia, North America and Latin America

02 Functional Know-how

- Process expertise: Finance, HR, Procurement, IT, Operations, Compliance, Insurance
- Track record helping enterprises take the next step

03 Techniques & Methods

- Leaders across modern delivery techniques
- Mastery of Agile, Waterfall, Lean, SixSigma and when each fits best

04 Practical & Performance-led

- Laser-focused on measurable performance
- We show how to action real-life situations, not run from them

OUR DIFFERENTIATORS

- Deep Shared Service & GBS experience
- Practical and results-focused approach
- End-to-end delivery -strategy to steady-state
- 93 deep technology partnerships (SNOW, SAP, Google)
- Independent, pragmatic, execution-focused
- Data-driven insights & benchmarking. We don't just deliver -we teach as well
- Genuine value for money

Unlock the potential in your organisation today with Proservartner



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Let's unlock the potential in your organisation

No matter where you are on your journey, Proservartner's team of experts can help connect the dots between your business needs and the technology that will deliver. Contact us for a free assessment.

UK · HEADQUARTERS -LONDON
52 Grosvenor Gardens, Victoria
London, SW1W 0AU, United Kingdom
+44 754 514 3587

PL · WARSAW
Adama Branickiego 15, 02-972
Warszawa, Poland
+48505998772

PL · GDANSK
Leśna 1, 81-876 Sopot
Gdansk, Poland
+48505998772

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CHEMICALS, UTILITIES, INFRA & LOGISTICS



Ready to start? Let's talk.

Rakesh Sangani, CEO & Founder · rakesh.sangani@proservartner.co.uk · +44 754 514 3587

www.proservartner.co.uk


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