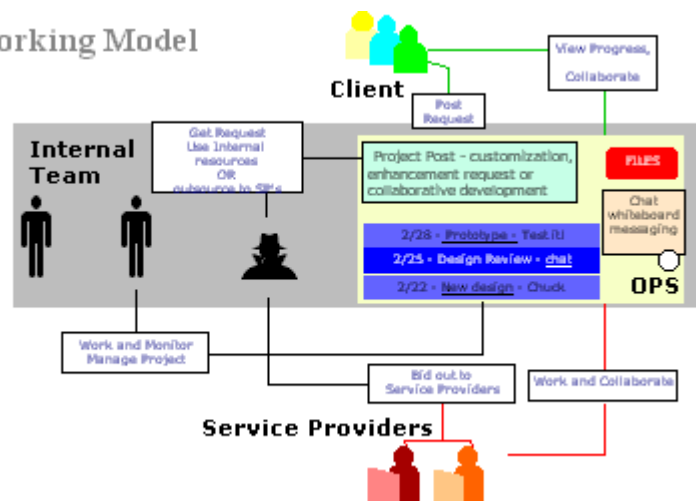


**Customer involvement** in product development has emerged as the thrust area for companies to compete and win customer confidence. Instead of building new products or enhancements in a vacuum, companies seek customer involvement at the requirements and design phase, thereby validating their market value. Customers in their turn demand more customization from suppliers to have the product aligned with their specific business needs.



Kelsar **OPS** (Outsourced Product Support) proactively enables such collaborative partnerships where customer feedback is actively sought throughout the product enhancements and development process. Additionally, bundled services allow you to use **OPS** to outsource customer support thereby directly impacting your bottom-line. Therefore if you are a products company, OPS is the only tool that allows you not only to **generate additional revenues**, but actually **cut down support costs**.

### OPS Working Model



The following benefits and features bring out the usefulness of **OPS**:

#### 1. Capture customer requests online

Make it easy for your customers to suggest modifications and request customization. An online user-friendly interface allows them to enter such requests from any computer. This has been found to provide a new channel of revenue through customization requests from existing customers.

#### 2. Provide visibility into task/project status

A common complaint of customers is the lack of status reports of their requests. With an online tool like OPS, customers can be given visibility into the development process with a configurable dashboard. They can get 24x7 access to bulletin boards or even test results.

#### 3. Directly engage customers in collaborative projects

Have you ever had problems when customer collaboration projects get off to a great start, but fizzle out

because of lack of interaction. OPS is the ideal tool to plan and execute such projects, with full support for chats, messaging, online information storage, and work-product review.

#### **4. Start outsourcing customer support one step at a time**

Especially for medium sized companies and start-ups, customer support is a big problem. You might have encountered problems where you do not know how many personnel to engage or the infrastructure costs you need to take into consideration. OPS enables you to outsource your support that has been found to dramatically cut costs.

#### **5. Skill and performance based search for qualified customer support service providers**

Companies wanting to outsource face their biggest challenge in identifying the right service providers. Kelsar provides access to highly qualified and diverse service providers who have excellent references. We have worked with them and have inspected their facilities and assure you of high quality services. We help you qualify and evaluate each service provider using our tools and expertise.

#### **6. Generate revenue through training**

One advantage to enlisting service providers for providing support is to convert personnel training from an expense to a revenue stream. Service providers wanting to bid on your projects would want to get trained in product usage and acquire other required skill sets. Such training can be conducted using OPS.

#### **7. Competitive pricing by bidding out your customer support**

What is a good price to pay for such services? OPS allows you to post your customer support projects and invite bids from interested and pre-qualified service provider companies. Based on their qualification and past performance you can select the right team to work on your projects.

#### **8. Distribution and control of work allocated to selected service providers**

Managing an outsourced engagement can be daunting even for experienced project managers. OPS provides a dashboard to view work-in-progress, allocate tasks to different teams and provide visibility and collaboration between them. This saves you time and simplifies managing your product enhancement project that may include inputs from your in-house development team and also outside service providers.

Please visit our website at [www.kelsar.com](http://www.kelsar.com) to view our products on e-procurement, product support, and team management

