

# **IT Enabled Services**

Paper presented at Udaipur Chamber of Commerce, Udaipur

On August 10, 2000

## ***Abstract:***

IT enabled services are the latest craze of the IT industry. This paper would like to focus on explaining the basic concepts, issues involved in the IT enabled services, why India is the preferred destination and how can we capitalise on the same. The focus of the paper shall be as to how IT enabled services be deployed in SME's and what are the potential benefits for the same. The paper shall be targetted at general public, hence shall revolve around basics and not on technicalities of the subject.

The main sections shall be:

- What is an IT enabled service?
- What are the Key IT enabled Services?
- Which are the favoured Segments? Reason?
- Indian Scenario in IT enabled services
- Technologies involved
- Deployment Issues
- Possible SME implementation of IT enabled services
- Misconceptions and Myths
- Future of IT enabled services

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## ***Keywords:***

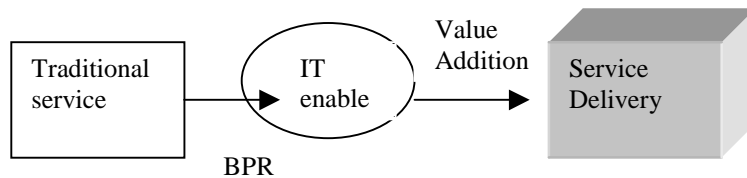
IT, services, enabled, relationships, quality, SME, Technologies, Deployment, Call Centres, Electronic Publishing, India

## **Paper:**

### **Introduction**

Information Technology that enables the business by improving the quality of service, is IT enabled services. Is a computer used for typing your letter an IT enabled service? – no, but the service bureau of typing letters from the Dictaphone tapes is an IT enabled service, similarly entering data in the database is not IT enabled service, but if you are evaluating a result of a contest where the responses are in the form of a card filled and the options are to be ticked, the data can be entered in a database and the result evaluated, from the same – here we can call it an IT enabled service.

Essentially, IT enabled service has the following structure



The most important aspect is the Value addition of IT enabled service. The value addition could be in the form of – Customer relationship management, improved database, improved look and feel, etc.

The outcome of an IT enabled service is in the two forms-

- Direct Improved Service
- Indirect Benefits

Whereas direct benefits can be realised immediately, indirect benefits can accrue over a period of time, and can be harnessed very effectively, if planned well upfront. For example in the above example, the data collected could be used for developing a mailing database.

### **What are the Key IT enabled Services?**

The key IT enabled services are:

- Call Centres
- Electronic Publishing
- Medical Transcription
- Data Centres
- GIS Mapping
- Portals
- ERP
- Knowledge Management & Archiving

### **Technologies involved**

For each service there are two types of technologies involved:

- Enabling technology
- Communication

The enabling technologies are those technologies which allow the IT enablement. For e.g. in the call centres they are – ACD, CTI, CRM, etc.

The communications allows the IT service to be delivered through a new channel – Telephone, IP, VoiP, Satellite based transmission, etc.

The combination of the correct technology and the communication channel, brings about very high degrees of improvement in the service quality. The classic example in the Indian context is the Directory Enquiry system of MTNL.

### ***Indian Scenario in IT enabled services***

The Indian scenario is just right for IT enabled services for following reasons-

- Allows cheap and quality manpower
- Analytical reasoning of personnel
- Time difference
- Software capabilities

The estimated market of IT enabled services in the world is 80 Billion dollars, and we can utilise the share as much as we want.

The growth of IT enabled services is very high

- Atleast 100+ Medical transcription outfits in India
- 80 call centres operating in 6 major cities

### ***The Deployment Issues***

Whereas the growth is high, and the prospects are enormous, there are many deployment issues for establishment of IT enabled services.

- High Capital Investments
- High Volume Transactions
- Continuous Business Availability
- Time Turnaround
- High Communications cost
- Lack of trained and reliable resources
- Role model/Guide or Help to start-ups

### ***Possible SME implementation of IT enabled services***

Some of the possible implementation of IT enabled services in SME's are:

- Joint Marketing Programs
- Common Helpdesk
- Portal for Electronic distribution
- Telemarketing
- Directory Enquiry system

## ***Favoured Application Areas***

The favoured application areas are areas where there is huge amount of data that needs to be processed and utilised for delivering the results, or the data is the outcome of the service. In all cases, without use of IT the task would otherwise be unmanageable. Some of the most important areas where IT enabled services can be deployed are:

- Telemarketing
- Helpdesk
- Customer Support Centres
- Data Ware House
- Transcription Centres
- GIS Mapping for Transport tracking
- Electronic Distribution

## ***Misconceptions and Myths***

- Develop the infrastructure the business shall flow in
- Business once comes in shall automatically be executed
- Market shall remain

## ***Future***

Despite all above apprehensions the future of IT enabled services is very bright and so is the Indian IT enabled market. What we need to do is to understand the same and tread cautiously and with strong technology and business acumen.