

# How a Major Global Telecommunications Company Transformed Its Operations through PS India GCC

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## GCC Partnership

The company, one of the world's largest players in the telecom sector, set out to enhance its digital capabilities and operational efficiency to stay competitive in the rapidly evolving telecommunications industry. The company engaged Publicis Sapient to deliver technology, product, and creative services at scale to meet the demands of its Consumer Group and Business Group. This required a strong regional presence, specifically in India, where the company sought to tap into skilled talent pools while managing costs.

With established competitors offering lower rates, the India Global Capability Center (GCC) has been instrumental in the telecom company's operational success, handling critical aspects of their technology and consumer experience functions. The decision-making process is primarily led by the U.S., but India is increasingly playing a pivotal role in technology and CX leadership.

## Key Differentiators

Publicis Sapient partnered with the telecom major to build and scale their India-based Global Capability Center (GCC). Initially, the partnership focused on technology solutions, evolving over the years to include product management, data, and creative services. A few years back, Publicis Sapient began leading large transformation programs, solidifying its role as a key partner in the telecom company's digital strategy.

The India GCC now supports over 500 professionals, including 70+ consumer experience experts and 30 product managers, delivering innovative solutions such as an observability dashboard for order fallout and bill accuracy, and migrating the SME prospect journey to a fully digital platform.

## Road Ahead

Looking forward, Publicis Sapient will continue to drive the telecom company's end-to-end consumer journey transformation within the company's Consumer Group. A major focus is the Service 360 transformation, which involves moving operations to a microservices architecture, enhancing agility and scalability.

The partnership has been a learning experience in managing relationships across North America and India while bolstering stakeholder credibility and understanding strategic decision-making centers. This ongoing collaboration positions the India GCC to be a key player in the telecom company's continued growth and digital evolution.

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