

# Building a Global Planning Team that works

OVO needed offshore support that felt like one team. Firstsource made it happen—quickly. Service levels jumped, response times improved, and culture thrived. They trained together, chatted daily, and built trust across borders. A great example of people-first operational change.



**OVO** set out to deliver their vision to become a Forecasting & Planning centre of excellence which would enable them to move onto the next stage of their evolution, to support this they weren't just looking for a supplier—they were looking for a true partner.

The search for the right partner took them across India, where they met with multiple suppliers. But in Mumbai, something clicked. **Firstsource** stood out not just for their impressive credentials but because they felt human. From the moment OVO walked through the doors, there was warmth, transparency, and a genuine connection. It was clear this wasn't just another business transaction; it was the beginning of a strong working relationship.

With the decision made, things moved quickly. Contracts were finalised, and both teams got to work. The goal was ambitious: in just four months, they would build, train, and launch a fully integrated offshore team. It was a challenge, but both sides were fully committed.

One of the first tasks was defining what work would shift offshore. The approach was clear—complex analysis remained in the UK, while simplex activities moved to India. But the key was ensuring that no matter where someone was based, they felt like part of the same team. OVO and Firstsource worked closely to handpick individuals who not only had the right skills but also aligned with OVO's culture.

Building relationships was just as important as building processes. To foster strong connections, OVO team members flew back to India to meet their new colleagues in person. Training wasn't just about skills; it was about forming bonds. A buddy system paired UK analysts with their Indian counterparts, and a team chat created an open space for collaboration. What started as two teams quickly became one.

The transition wasn't just successful—it exceeded expectations. In just a few months, service levels rose from 69% to 80%. Response times fell sharply, and customer experience ratings increased significantly. But beyond the numbers, something even more valuable happened: a culture of trust and collaboration took root. Any challenges that arose were tackled together. Rather than operating as separate entities, Firstsource and OVO became an integrated force.

Looking back, the real success wasn't just about efficiency gains or performance metrics—it was about people. The partnership worked because both sides were equally invested. Firstsource didn't just follow instructions. They shared ideas, adapted, and grew with OVO. In return, OVO didn't treat Firstsource as an external provider, but as part of their extended family.

Now, they're looking ahead. With the foundation firmly in place, the partnership is set to grow further. What began as a bold step to improve operations has turned into a model for teamwork. It shows how powerful collaboration, shared goals, and respect can be. If you're thinking about a partnership, remember this: it's not only about choosing a skilled provider. It's about finding a team that shares your vision and wants to create something amazing with you.