

Are You Leveraging the Lean-Agile Way of Working to Streamline Operations?

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In today's rapidly evolving business landscape, organizations constantly strive to improve their operations and embrace global best-in-class practices. These endeavors aim to enhance agility, reduce costs and optimize operational efficiency across the organization. As the pursuit of digital transformation gains momentum, partnerships between organizations and their strategic partners play a pivotal role in achieving success. The market for these services¹ is expected to reach an impressive value of USD 56.61 Billion by 2030, with a projected Compound Annual Growth Rate (CAGR) of 18.05 percent from 2023 to 2030. This growth is a testament to the effectiveness and scalability of this collaboration.

To attain sustained excellence, organizations, whether solution buyers or providers, must adopt the Lean-Agile Way of Working (LAWoW). This transformative approach becomes vital in streamlining operations, unleashing unparalleled advantages and empowering organizations to navigate uncertainty and disruptions successfully. However, enterprises often fail to fully harness the potential of LAWoW, consequently limiting their ability to deliver exceptional value.



¹GlobeNewswire

Overcoming Challenges, Seizing Opportunities with LAWoW

To thrive in this ever-evolving landscape, organizations must confront and conquer three pivotal challenges that impede service delivery pace, compromise quality, hinder customer experience and undermine overall operational excellence. These challenges encompass issues related to the following:

- **Transparency and feedback**
- **Workforce management and collaboration**
- **Balancing business demands and associated costs**

Enter the Lean-Agile development mindset! Many forward-thinking companies have discovered that LAWoW offers a transformative

solution to these challenges. By embracing LAWoW, they can augment the speed, agility and predictability of service delivery. This approach also facilitates waste reduction, quality enhancement and overall efficiency improvement, resulting in accelerated time-to-value and heightened precision.

Additionally, it enables organizations to address concerns surrounding cost overruns, talent shortages and market disruptions, thus positioning them for sustainable success in a rapidly changing landscape. The impact of LAWoW extends beyond the operational realm, positively affecting the entire workforce and empowering enterprises as a whole.



Implementing LAWoW

To successfully implement LAWoW and unlock its full potential, organizations must prioritize cohesive collaboration, integration and alignment within their teams. A continuous improvement mindset is paramount, ensuring holistic growth and maturation that transcends mere adherence to a prescribed process.

Encouraging cooperation and establishing frequent feedback loops become instrumental in

achieving enhanced accuracy, efficiency and faster time-to-value. Understanding stakeholder values and success criteria is crucial while cultivating a system-thinking view, based on process-specific and transformation streams, that fosters strategic clarity. Furthermore, providing accessible internal training opportunities, such as "train the trainer" programs, allows organizations to equip their teams with the necessary skills for successful LAWoW adoption.

"Frequent Feedback Loops" and "Collaboration" Are the Key



Understand and focus on VALUE (stakeholders) and what success means to stakeholders



Along with the team, perform the VSMs to find out which step transition has experienced most delays



A system-thinking view based on process-specific streams



Brainwave the improvement ideas on how to reduce this delay



Offer a low-cost / no-cost internal training program (Train the Trainers)



Rank these improvement ideas; define the team's accountability for execution



Contextualize an agile approach that is flexible for those expected to use



Establish a digital collaboration channel (Agile wall) for Transparent Execution

Figure 1: Driving Better Time-to-Value

Tailoring LAWoW for Optimal Results

Industry leaders should emphasize flexibility, tailoring the LAWoW philosophy to individual teams to address their unique goals, needs and challenges. Adopting Value Stream Mapping (VSM) facilitates the identification of bottleneck areas and informs the development of targeted solutions.

Applying a discerning lens to ideation, considering factors such as potential effectiveness and implementation effort, empowers teams to prioritize initiatives that will drive the greatest impact. Assigning clear responsibilities to team members at each implementation stage ensures accountability and ownership. Establishing a digital collaboration channel, such as a Virtual Agile Wall, fosters transparent execution and streamlined communication.

Guiding Principles: Sharing the Path to Success

Building on the insights gained from our experience, we have developed a set of guiding values and principles that have proven instrumental for our clients and partners in their pursuit of success. These guiding principles serve as a compass, steering organizations toward effective implementation and transformative outcomes.



“While the items at the bottom hold inherent value, we place greater importance on the items at the top.”

Figure 2: Guiding Values of the LAWoW

1. **Action over Perfection:** Embrace a culture of proactive engagement, valuing decisive action over an elusive pursuit of perfection. Rapid experimentation and learning from failures become catalysts for progress.
2. **Continuous Improvement as the Status Quo:** Nurture a mindset of perpetual evolution, where incremental enhancements are championed over complacency. Encourage a relentless pursuit of improvement in all aspects of the business.
3. **Customer Collaboration as the Cornerstone:** Foster close collaboration with customers, actively seeking their input and co-creating solutions. Prioritize customer-centricity and responsiveness to drive mutual success.
4. **Embracing Change:** Cultivate an environment that embraces change as an opportunity rather than a threat. Foster adaptability and the ability to swiftly respond to evolving market dynamics.

Delivering LAWoW: Four Key Disciplines for Success

To unleash the full potential of LAWoW, organizations must embrace four key disciplines that underpin successful implementation.

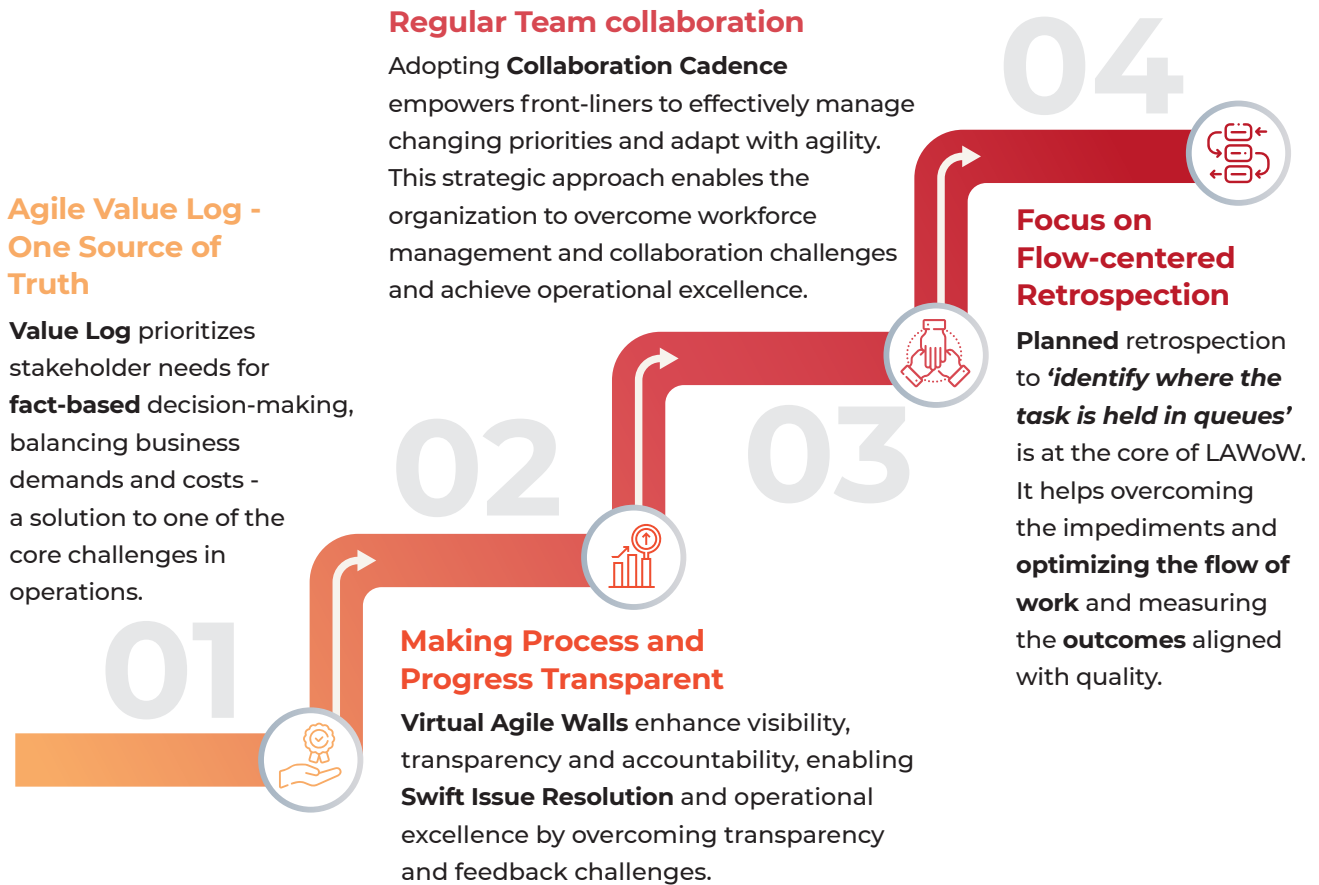


Figure 3: Value Delivery Disciplines

Companies that fully embrace and leverage LAWoW stand to gain numerous benefits that positively impact their bottom line and client relationships. Enhanced transformation initiatives can result in superior customer experiences, increased business wins and heightened profitability. Our adoption of LAWoW has resulted in exceptional outcomes, showcasing a remarkable *two-thirds reduction in the average work queue and a ~25 percent improvement in quality targets*.

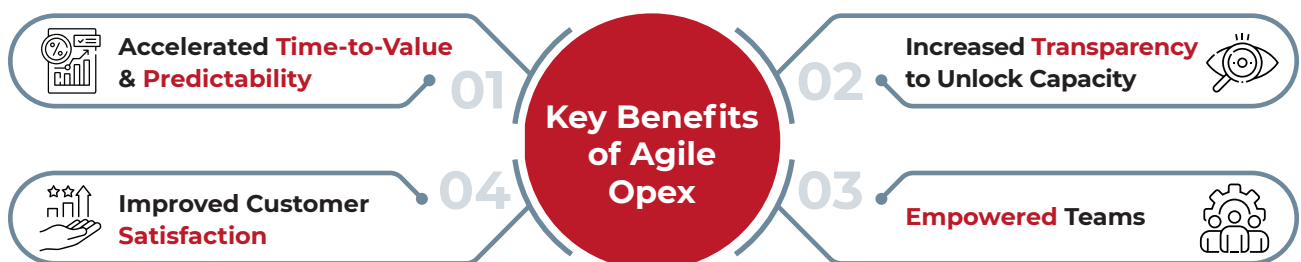


Figure 4: Benefits of LAWoW

The Human Element: Valuing Frontline Contributors

To truly excel in the Lean-Agile transformation journey, organizations must prioritize the individuals on the frontlines – the ones who deliver value directly to customers. By recognizing their contribution, building upon their successes and creating a psychologically safe environment that embraces learning from failures, companies can fuel the momentum needed to drive the next stages of the LAWoW process. A contextually

tailored Lean-Agile approach, specifically designed to suit unique requirements, becomes the cornerstone of sustained value creation, improved agility and fruitful collaboration.

To learn how WNS is leveraging the Lean and Agile Ways of Working to drive better outcomes for global businesses, [contact our experts](#).



About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. WNS combines deep industry knowledge with technology, analytics, and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of March 31, 2023, WNS had 59,755 professionals across 64 delivery centers worldwide including facilities in Canada, China, Costa Rica, India, Malaysia, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, the United Kingdom, and the United States.

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