



Turning a Niche ODC into India's CX Innovation Hub with R Systems' Co-Pilot

Overview

A global Customer Experience (CX) software leader headquartered in the U.S. began its India operations as a small Offshore Development Center focused on Anti-Money-Laundering (AML) and speech analytics research. Over time, fragmented delivery, rising compliance pressure, and the need for faster product cycles pushed leadership to rethink its India model.

They decided to evolve the task-based ODC into a full, self-sustaining Global Capability Center (GCC)---a center designed for innovation, speed, and accountability.

R Systems made this transition possible through its GCC Co-Pilot framework, transforming a niche ODC into an integrated, multi-domain hub for CX engineering and compliance innovation.

Fragmented Delivery Model

Multiple vendors and teams led to delivery gaps, unclear ownership, and delayed release cycles across AML and CX products.

Compliance and Risk Pressure

The client required resources trained in both customer experience and AML domain processes to meet rising operational and compliance expectations.

High TCO and Limited Scalability

The previous ODC model lacked the ability to scale up or down with shifts in implementation demand and quarterly budget availability, limiting cost efficiency and workforce agility.

Slow Innovation Velocity

Innovation lagged behind market needs as siloed functions restricted cross-pollination and experimentation.

Our Approach and Solution

GCC Co-Pilot for an Integrated, Multi-Domain Hub



Domain-First Build-Out

R Systems supported the client's GCC expansion by embedding AML engineers, speech-NLP specialists, product managers, and DevOps practitioners within the client's office; within the first **six months** these teams were in place, enabling a unified product-development model and deeper domain ownership.



Targeted Talent Pods

Using data-driven hiring and localized leadership tracks, **80 percent** of niche roles were filled in **≤ 45 days**, ensuring speed and cultural fit.



Tech Modernization Playbook

Legacy AML stacks were migrated to cloud-native architectures (AWS/Azure), enabling automated testing, CI/CD pipelines, and faster releases.



Governance & Culture Sync

OKR-based dashboards and Agile rituals mirrored the U.S. sprint cadence, creating a **24-hour** development loop between global teams.



Phased Implementation Milestones

- **0 – 6 months:** Core AML and speech analytics team stood up; baseline test automation in place.
- **6 – 12 months:** Cloud migration began; pilot speech-analytics features released; banking integrations launched.



Phased Implementation Milestones

- **12 – 18 months:** Captive governance formalized; Ops and QA added; enhanced AML module deployed.
- **18 months + :** Full GCC launch spanning CX engineering, Ops, Finance, and support under one roof.

Business Impact

GCC Co-Pilot for an Integrated, Multi-Domain Hub

R Systems' GCC Co-Pilot transformed a niche ODC into India's CX innovation engine — a model of domain depth, tech modernization, and operational velocity.

Multi-Domain Scale

Expanded from a specialized ODC to a diversified GCC covering **six functions** including engineering, product, DevOps, QA, Ops, and Finance.

30 % Faster Release Cycles

Cloud migration, CI/CD automation, and Agile cadence **reduced time-to-market** for CX features and AML enhancements.

In-House AML Innovation

New compliance features anticipated regulatory shifts, reducing false-positive alerts by **22 percent** and enhancing risk accuracy.

Cost & ROI Advantage

Productivity rose **20 percent**; incremental ROI **improved 15 percent** versus the previous vendor model.

Leadership Localization

Seventy percent of mid-management roles were filled locally, improving retention, ownership, and cultural cohesion.

About Us

GCC Co-Pilot for an Integrated, Multi-Domain Hub

5100+ Employees Worldwide

240 Million USD Revenue

23 Development Centres



Publicly Listed



Global Footprint

USA, India, Europe, APAC
Established in 1993



Services

Digital Product Engineering (DPE),
Custom Application, Mobility,
Testing, Knowledge Services,
Customer Experience



Digital Technology

Cloud & DevOps, Data & Analytics,
AI / ML, Embedded, Automation,
Enterprise Packaged Services



Verticals

Telecom & Media, Tech, Internet,
and Platforms, Healthcare,
Banking & Financial Services,
Manufacturing, Logistics,
Automotive, Public Services

We Drive Tech-Powered Growth Globally

GCC Co-Pilot for an Integrated, Multi-Domain Hub



Evolving from Offshore to Core: The GCC Co-pilot Redefines CX and Compliance Innovation
