

Case Study - AI Based Security for Hybrid workforce.

The COVID pandemic has changed us across all aspects of our lives. It has fundamentally altered the way in which people interact and do their business. One of the main challenges it brought was to manage & enable your workforce to work from anywhere (home/hybrid/office)

Here are some challenges which this new normal brings in e.g.

- Seamless Remote working & Collaboration
- Productivity (Same levels as office or higher)
- Security & Compliance – Data security, confidentiality and privacy.
- Effective Task management & reporting

Challenge:

The BPO/Contact Centre business manages confidential data for their customers, especially for their BFSI (Banking, Financial, Securities & Insurance) and Health customers. Access to confidential data by Remote users through unauthorized channels and unsecured work environments can put this data at huge risk. Applying same or higher level of Security compliances as they are in office to remote and hybrid users was a big challenge.

Impact:

Loss of customer and customers customer data can result into data breach, financial and credibility loss. This can be misused by people with malicious intent, which may result into paying millions of dollars in compensation and loss of credibility and business for the enterprise.

Solution:

ShepHertz has an innovative solution, an AI based Platform – **wAnywhere**. The solution seamlessly enables the enterprise workforce to **Work from Anywhere** through a single platform in a secured manner.

The solution leverages ShepHertz battle tested AI APIs which detect multiple type of violations and provide the facility to act when any violation occurs along with a comprehensive remediation workflow catered towards the BPO/Contact Centre business.

It enabled the BPO/Contact centre company to apply 'Clean desk policy" i.e., making sure that the advisor/agent working from home does not have a recording instrument in the vicinity of his work environment.

Following violations were deployed for the BPO customer:

- I. Mobile detection
- II. Multiple person detection
- III. Not at desk detection
- IV. Unknown person detection

There is comprehensive remediation workflow which assists the auditors, supervisors to review violations – sift through compliant/non-compliant images and take appropriate action.

As part of responsible AI initiative, the wAnywhere supports blurring feature to blur/mask the person in the image when it is displayed to the Auditors.

wAnywhere provided a holistic platform to manage security of Remote/Hybrid users. As a consequential benefit it also increased their workforce productivity.

Benefit

The wAnywhere solution enabled the large BPO company to minimize violations and give comfort to their customers that their data is safe by sharing the measures which they had taken to make the remote work environment secure by leveraging wAnywhere and other best practices/tools.

The solution also helped them to get better talent across the world, especially from tier 2,3 cities and save huge money in terms of real estate and energy costs.

Thy by product of wAnywhere deployment was that they saw increased levels of productivity by +95% across. Reduced real estate, commutation and energy cost.