



Sandeep Singh,
Founder & CEO, Quampetence & EduworQ

Sandeep Singh quite well known as, the man who is building the future & the man who offers quality work with competence. He founded 'Quampetence' in early 2019 to provide 'Customer Experience Management Solutions'. In a super-saturated market like BPM industry, Sandeep realized that the opportunities are to provide real omni-channel solutions, hyper-personalized experience in each service encounter & operational excellence to reduce total cost of ownership, to make his organization standing out from competitors.

Sandeep's vast experience of managing different leadership roles over a period of 18+ years in BPM industry helped him internalise that as industries evolved through each of the 'industrial revolutions', the way customers interact with brands & organizations also evolved. Today, not only the customers interact with the brands & organizations through multiple channels, they also expect to switch between the channels seamlessly & get similar experience. In today's super-competitive market, customers expect hyper-personalized services in each service encounter.

This shift in customer expectation in a super-competitive market environment demands progressive change in the way brands & organizations think about their respective service organizations. What used to be a non-core activity fulfilled through shared services (in-house or outsourced) has evolved to be a 'key differentiator' amongst competitions. However, the focus on reducing the cost of serving the customers continues to be a reality, especially during post pandemic economic recovery.

Sandeep also founded 'EduworQ' an academy in partnership with Telecom Sector Skill Council (TSSC), an apex body & extended affiliation with Government of India Ministry of Skill Development & Entrepreneurship, Skill India & University of

'FUTURE' IS NO LONGER TOMORROW, IT'S 'TODAY'

Cambridge to work closely in training and developing skilled work force. EduworQ is offering CRM (Customer Relationship Management) & GDS (Global Distribution System) courses for professional upskilling in the field of aviation, travel, tourism, hospitality & IT enabled services with absorbing the candidates within Quampetence providing 100% job assurances to learners.

Sandeep was one of the thought leaders who realised that industry is going through the 'fifth industrial revolution'. The developments have made technology & human workforce as enablers to each other. Technology would help his organization to gain 'cost leadership' while 'human touch' would ensure super empathetic & hyper personalized services & experience. He was quick to note the paradigm shift brought by the neo-normal:

Earlier the approach for Customer Experience was reactive with customer choosing from pre-set offers. Today, organizations have to be proactive with ultra-personalized offerings & delivery. Service delivery was integrated, product driven with static workflows. Today, the service delivery has to be individualized with dynamic service assembly & delivery.

Digital Technology was monolithic & highly complex IT infrastructure. Today it has to be flexible with digital & data platforms on top of legacy track.

Organizations were pyramid shaped, large, with human factories. Today, it has to be rocket shaped set-up with a digital corporate centre & a bionic front end. Earlier, the digital ecosystem had limited collaboration with few strategic partners. Today, it demands decomposition of value chain & broad inclusion of partners.

To evolve & be 'Today-Ready', he has made Quampetence to adopt 'Business Transformation' as the driving force as he is making bold, seismic shifts to accelerate change and growth beyond typical incremental advancements.

Sandeep made 'Transformation' as the fundamental of Quampetence DNA which evolves around:

- 1. Business Process Transformation:** Doing things better, faster & affordable by removing frictions in processes through redesign
- 2. Organizational Transformation:** Becoming agile & efficient by changing the mode of operation, structure & practices
- 3. Digital Transformation:** Rapidly adopting & usage of technological advancement to unlock additional value
- 4. Cultural Transformation:** Adapting to the disruptive environment by changing the way of thinking, organizing & behaving

Sandeep's able leadership has made Quampetence a partner of choice to many leading multi-billion -dollar brands. Today, Quampetence serves reputed brands across different industries e.g., E-commerce, Gaming, Aviation, Travel, Healthcare, Fashion & Apparels, Food Tech, Automotive, Industrial OEM etc across geographies like Australia, New Zealand, UK, India, US, Brazil, France etc.

Quampetence plans to expand the horizon by adding 6 new delivery locations globally & create additional jobs for 5000+ employees in next 3 years.

As a visionary, Sandeep has made us to believe "Future' is no longer tomorrow. It's 'Today' & Quampetence is investing heavily in newer technologies like 'Metaverse', 'Blockchain & Crypto', 'Augmented Reality & Virtual Reality', 'Internet of Things' developing capabilities to serve their customers anywhere & everywhere, physically & digitally.

Quampetence is indeed characterised by experience, steered by technology & electrified by people. It is changing how millions of people around the world engage with brands.

Quampetence mission is to be an illustrious customer engagement service company at every touch point with their passion of CX & the pledge to provide a respectful & dignified workplace that offers opportunities to everyone.