



CASE STUDY



Assessing the Global Capability Centers (GCCs) Industry in India





OBJECTIVE AND SCOPE

The client, a top multinational professional services firm, wanted to understand the evolution and journey ahead for GCCs in India, including their role in the parent company in various aspects such as digital transformation, strategic decision-making, innovation, research and development, etc. For this, it wanted Benori's support in the following:

- GCC's value proposition from cost to innovation, with a focus on key strategic components and challenges
- Survey analysis to understand the future preparedness of GCCs





APPROACH

We conducted extensive secondary research on the growth journey of GCCs, focusing on areas such as digital transformation, innovation, strategic priorities, sustainability, outsourcing, M&A, partnerships, talent development, and risk management. This was complemented by in-depth interviews with C-level executives from GCCs across industries to gauge their current value delivery, KPIs, and future expansion goals. Additionally, we surveyed over 50 GCC leaders to assess their future readiness.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The research helped the client identify and understand:

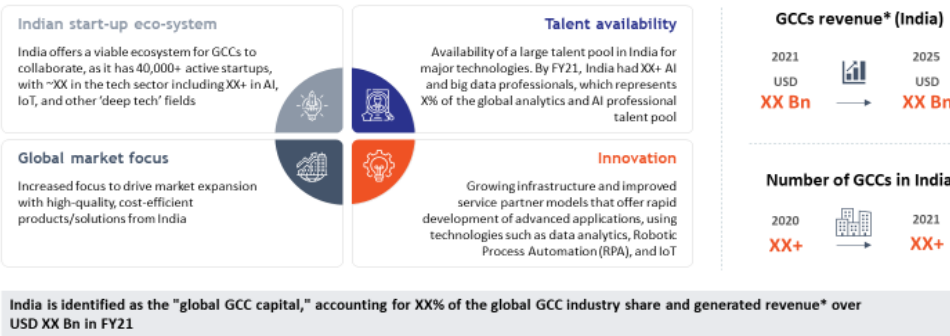
- Value delivery maturity of GCCs in terms of people/process optimization, expansion, and innovation
- Latest trends, threats, and KPIs of the GCCs in sustainability, technology, strategy, innovation, risk, etc.
- The growth plan and outlook of GCCs and their role in the parent company

SAMPLE OUTPUT

Evolution of GCCs in India

A Broad-Scale Adoption of GCCs in India

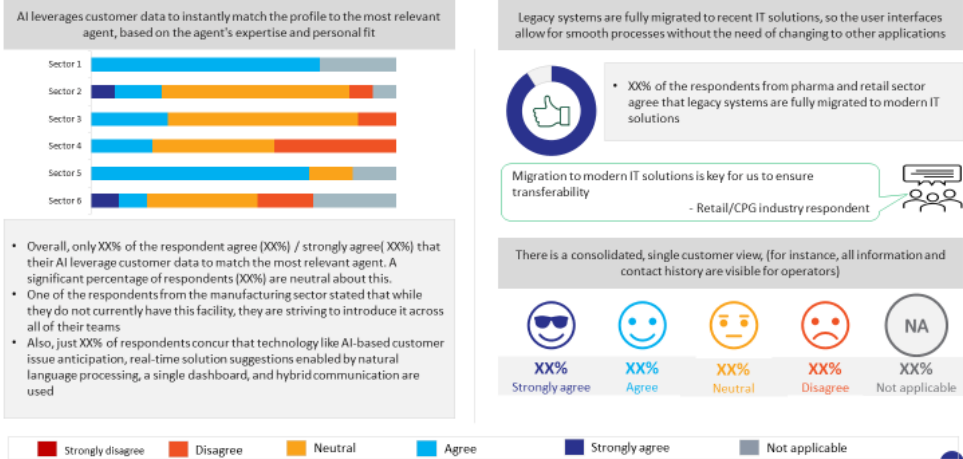
India continues to be a favorite location for GCCs due to its large talent pool, established infrastructure, and supportive government policies



Sources:
*Note: The GCC sector's direct gross output is primarily a measure of sales to its parent company and other industries

Survey Analysis of GCCs across Industries

Digital Transformation is Important; however, Use of AI has not been yet Utilized Fully by all GCCs to Get Maximum Impact





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info@benoriknowledge.com



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