

GP Asia

Delivering Effective Customer Interaction for All

Today, newer service delivery models are defining the business strategies of progressive organizations globally. The shift to centralized models have emanated from the need to bring forth economies of scale and improved service excellence. Amidst the reshaping of how corporate services are delivered, shared contact centers prove to be the nerve center for organizations with global operations. As a result, in an industry where multiple players are trying to ramp-up their shared services game, one company leads the way by delivering superior outcomes. Enter GP Asia.

The Malaysia-based GP Asia is an outsourcing company that handles customer services for all businesses who value the importance of establishing constant channels of communication with their customers. Alan Yap, CEO of GP Asia, says, “Our customers benefit from the reduction in cost and manpower hiring. While we cater to changing customer demands and resolve key issues about various business functions, our clients can focus on their business.” The company takes great pride in its well-trained team of experts who handle customer’s every requirement. With a flexible and standardized process, GP Asia assures an outstanding source of client feedback.

GP Asia’s services portfolio comprises contact center shared services, technical support field services, manpower and talent recruitment services, and disaster recovery services. The company’s disaster recovery services meet demands to restore services affected by natural disasters within a minimum downtime. “We help our clients recover instantly after any disaster and protect their reputation. Our disaster recovery services act as a mirror setup of our client’s corporate office.” GP Asia’s MSC status enables them to hire quality manpower from Malaysia as well as foreign countries, and the ensemble of quality manpower within Grade A infrastructure enables them to provide a redundancy plan for utilities and scores of common and public amenities.

The vast array of GP Asia’s services also include resolving queries pertaining to payroll,

leave management, and HR-related requirements, where the company extends on-time services, follow-ups, and convenience that save time and hassle for clients. For speedy resolution of complaints or queries, ticketing software helps the GP Asia team to determine a better predictable response to the questions or complaints based upon users’ historical trails. In this regard, an AI-assisted program helps contact service personnel in efficiently solving complicated customer problems.



Our disaster recovery services act as a mirror setup of our client’s corporate office

To better highlight the unique value proposition of GP Asia, the case study of LRT3 proves to be the perfect example. Light Rapid Transit Bandar Utama-Klang line or LRT3 is the third light rail transit system in Klang Valley, Malaysia. GP Asia came on board and acted as a support call center to rectify and solve the various kinds of complaints that customers of LRT3 regularly faced. Generally, the issues affecting the proper functioning of LRT3 were mainly regarding noise levels during construction jobs or traffic.

Yap throws further light on how GP Asia effectively resolved a particular problem faced by LRT3. In the event of flash floods, the residential area around Bandar Utama near the LRT3 site remains water-clogged. GP Asia’s contact center team proactively extended their support in escalating the issue to LRT3’s designated team and coordinating the issue. GP Asia’s customer care representative placed a call to the hotline, and the situation was brought under control in no time.

To sum it up, GP Asia’s multilingual contact center call services program manned by multi-talented Malaysians and foreign knowledge workers has become the go-to entity for a multitude of customers to reach the pinnacle of customer excellence. [CA](#)



Alan Yap,
CEO