## **ABSTRACT**

This research summarizes few case studies that have been examined and finally tested for implementation in Value Added Service flow, and was able to recommend on the efficiency and the productivity improvement of the operations. The case studies selected for research were ones that seemed relatively to yield efficiency gains. The attempt has been to envisage the research mainly on the involvement of increasing the productivity in every aspect. All the case studies in the chain of operations have demonstrated the resultant of the studies in significant cost cutting, time saves and performance increasing goals.

Most of the out come of the case studies have clearly justified the proposed changes have to use as successful gradients to improve cost cutting and time efficiency, other than the automation project as it was not implemented. Since the basic target of all the case studies was to enhance the increase of the productivity and the effectiveness.

The approaches that were utilized in these studies have produced acceptable and optimal solutions for the VAS flow, which minimizes the total cost and the time. The comparisons have indicated that the proposed approach is more efficient and has a higher chance of obtaining the best solution for the VAS issues.

