A BPO Services & Growth of BPO Industry

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Abstract

Startups are necessary to look a lot of challenges to get their ball rolling as their business expense and the preservation costs rise over time. As one of the leading provider of **call center support for startups**, ICCS can function as an extended arm of startups all over the world and can help achieve business objectives that can ensure consistent growth. BPO, Business Process Outsourcing, is the mantra of employment, the buzz of present, and the assure of future. A business model that has gained growing prominence in the last decade is outsourcing of value chain actions. The development of outsourcing industry in Indore has contributed to the economic growth of the country, and has generated significant employment opportunities in the our labor market. The study is Identify configurations of BPO firms based on their work design, strategic orientation, client relationship and related factors. Finally, the study formed a pattern for BPO firm managers to assess the choices and strategies available to their firms for managing their competitive environments successfully. It is observed that the world is changing and the next ten years are likely to be different from what we have experienced over the past decade. The emergence of the information and high-tech economy has resulted in the expansion of the service sector and redefined notions of time, space, distances, boundaries and borders on the global stage.

Keywords: BPO World, Analysis, Emergence, BPO Industry

Introduction

Some of our services for startups include-

- Planning

- Project management
- Procurement management
- Logistics Management
- Subcontractor management
- Customer support
- Financial account management

BPO is distinct from information technology (IT) outsourcing(Outsourcing is contracting with another company or person to do a particular function.), which focuses on hiring a third-party company or service provider to do IT-related activities, such as application management and application development, data center operations, or testing and quality assurance. India has lost about 10 per cent share of the global BPO market in the last five years to destinations like China, the Philippines and Brazil, raising concerns for the USD 20-billion Indian BPO industry. While night shifts and the consequent health issues and attrition haven't gone away and continue to be among the biggest bother, there is beginning to emerge a new face of the Indian BPO industry— that it's a serious career and not a 'stopgap arrangement'. The idea of outsourcing is not new. It started way back in the 1700s when manufacturers started shifting the manufactured goods to countries with cheaper labor during the Industrial Revolution, following the precepts of Adam Smith in his book 'The Wealth of Nations'.

Functions

The attractiveness of India as the most favored BPO destination can be contributed to three basic factors-cost, people and environment. India ranks first among a host of desirable nations in terms of cost which includes employee cost, infrastructure cost, management cost and the tax structure. The list of IT related outsourcing options to India although not extensive, but will entice with the overwhelming potential and possibilities of outsourcing. With the advent of globalization, more and more jobs are being outsourced to India. The outsourcing trend has brought with it a vast number of opportunities to India.

Time Zone:

India has an 8-12 hour time zone difference with respect to the US and other developed markets. It is of great advantage in BPO operations, which offers reduced turnaround times, since processing services are performed at night hours in the developed countries. India is able to offer a 24x7 services and reduction in turnaround times by leveraging time zone differences. This difference in time zone is because of India's unique geographic location. When it is day in India, it is night in America and even as we go to bed, they rise and go to work. This time difference has been intelligently brought to their advantage by the BPOs.

New Network:

A comprehensive suite of outsourcing services that deliver superior quality, cheap costs, bigger flexibility and assured resource power. The continuance of legacy systems and the development and implementation of new products and services. Confirm availability of resources for both legacy and new networks.

Specific Services:

Accenture Network BPO Services maintain the entire lifecycle of network alteration and outsourcing, helping clients add to the preventability, reliability and worth of network-based services so that they can maintain investments in service areas that have probable to provide long-term growth opportunities. Our Network Provisioning Services can help service providers improve the quality of their services at significant savings and low risk. Our Access Management Services can help service providers decrease the direct and indirect costs of referee access management.

Language Skills:

This entails that a BPO employee who is necessary to invest a considerable amount of time and effort in speaking to clients, actually has adequate facility with the English language. Indian BPO sector and it is expected to grow at annual rate of 15% to 16%. The ratio of voice and non voice based services stands at 60%-40% clearly showing a balance in support of voice based services.

The development story of India in IT and ITES was scripted successfully because of the vast English speaking population and now the position of India is under threat.

Cultural:

When you take the conclusion to outsource, educational differences should not be ignored. Indian employees are a good deal relying on help and instructions from superiors and clients. Make sure that the company you are dealing with is mature enough to overcome the educational barriers as well as the communication/organizational ones. Then, when the deal is signed don't forget that you have to manage that association as it will not manage itself. If the outsourcing company and the provider company don't walk and talk the same educational language, then it is best you consider taking your business some place else.

Large and Educated Workforce:

Employee absence and turnover is one of the largest challenges facing the business process outsourcing (BPO) industry in India. India's large manpower is willing to work for a smaller price. In a call center operation, manpower typically accounts for 55 to 60 percent of the total cost. In India, manpower is available at a fraction of the cost overseas. primary investment in infrastructure and training can be costly and make one believe that the assure of cost reduction is false. However, there will be savings and the fact that several global giants maintain to set up call centers in India is proof of this.
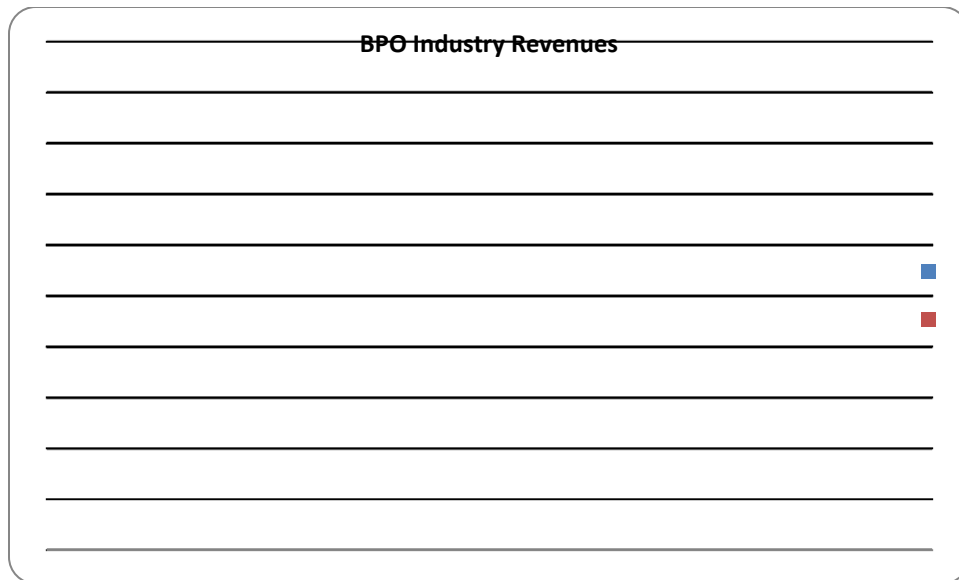
The alternative careers opportunities are as Process Training , Voice and Accent Training , Quality , Business Development , WAN Implementation , Human Resource and Recruitment.

Revenues :

Opportunity to learn and grow from diverse skill sets and varied clients.

BPO Industry Revenues

Latest Technology and High-End Infrastructure:

India has embraced the IT and BPO outsourcing business with a passion. The outsourced activities include contact centers, data entry, accounting, credit card processing, collections, and data-processing services. The infrastructure backbone is built on high-speed, redundant, reliable voice and data networks that ride on best-in-class technologies. Our IT infrastructure is being developed on the concept of modular designing. Each Modular is self contained, complete & independent from other Modular, having its own Access control. Our each Modular will comprise of 25-100 high-end workstations supported by full height executive cabins, conference room, meeting room, server & storage room (Data centre), UPS room, Network infrastructure, telecom infrastructure, dedicated connectivity etc. Beside this, there would be a common infrastructure like High-end Demo room, Video Conferencing Room, training room etc. The Total capacity of work stations will be more than 1250. Besides our standard Modular, we can also provide customized modular's as per the requirement of the Client.

* In 2013-14, export revenues are expected to grow by 13-17% and domestic market by 15-19%

* Technology spends are expected to grow over 6.4%

* The industry expected to employ over 2,90,000 employees in 2014-15; currently employing over 3.2 million professional, with over 3,20,000 jobs being added in 2013-14.

Indian BPO Rankings

Dataquest's Indian BPO Rankings gives you a ranking and analysis of India's Top 20 BPO Companies by revenue.

Genpact	TCS BPO
Aegis BPO	Wipro BPO
Firstsource Solutions	WNS Global Services
Infosys BPO	Aditya Birla Minacs
Accenture India	IBM Daksh
Exl Service	Cognizant BPO
Hinduja Global Solutions	Xchangeing India
Convergys India	Intelenet Global
HCL BSERV	24/7 Customer
3i Infotech	Mphasi's BPO

Conclusion:

The Indian IT-BPO industry has received over $7 billion (nearly Rs 47,467 crore) in Foreign Direct Investment (FDI), including $5 billion (nearly Rs 33,905 crore) in start-up investments, in current fiscal, industry body National Association of Software and Services Companies (Nasscom) said. BPO Services have the potential to create a million jobs a year for India's growing army of graduates. Web-based business models will define the future, thereby throwing up more and more opportunities for outsourcing operations that will be managed remotely. Thus, there is no dearth of jobs in this industry that is fast growing and has no age bar if you are willing to work in shifts, based on an individual company's needs. The BPO industry in India is slated to grow at 30% annually for the next 5 years. Despite, the growing attention on the employment potential of the booming sector, the conceptualization of its long-term implications is still in a nascent stage. Indian companies engaged in business process outsourcing have a lot of potential and India is considered to be the preferred country of origin by many western companies desiring to outsource their business processes. India has a lot of potential, mostly due to the low wage costs, long working hours, the availability of educated resources and English speaking capabilities. However, for western companies to secure these benefits, and for Indian. IT industry has close similarities with that of a BPO industry with an equally alarming rate of attrition. Similar study can also be done in sectors like hospitality, infrastructure, retail, education etc. as intrinsic motivation becomes a pillar for performance, loyalty and eventual sustenance almost everywhere.

But today it is clear that Business Process Outsourcing can lead to a situation where the organizations are totally digitized in nature and their complete virtualization happens. BPO can lead to a world where the parent company is at one place and the work is being outsourced to various other countries while the output product or service is being sent to distant lands for delivery.

Each age group of recruits has different reasons for staying. For the first time in current history, there are mixed age group functioning side-by-side in most companies of this industry. Generational differences continue to pose new challenges to today's employers. Thus, retaining them needs a generation-centric approach.

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