

Scope for growth in non-voice space for Indian BPOs

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INDIAN BPOs are receiving partnership proposals from other countries to complement their core strengths and to explore business opportunities in new markets.

Peter Bando-Samuel, CEO of Everest Group said, "The BPO segment is going through an inflection point, moving from a point of rapid adoption into a more mature space. Clients are not worried about whether they can get outstanding work from India. They have concerns about the concentration risk. The industry ecosystem is emerging to a level of collaboration between countries."

In recent years, the Philippines has been India's closest competitor in the BPO market, especially in the voice space. Indian BPO firms themselves have been expanding big in this country, which had about \$7.2 billion of export revenue in 2009 and sees a year-on-year growth of 30 per cent. It expects revenues of \$2.5 billion in 2010 and \$12 billion in 2011.

Oscar Sarmet, president and CEO of the Business Process Association of the Philippines, does not see India as a competitor. He said that the Philippines works closely with Nasscom on issues such as setting standards for testing, tools, training and education. "We



Hot property

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have a very large English speaking, college-educated workforce with strong western affinity and cultural ties with the US. That's why US companies are very comfortable doing business in the Philippines. Indian companies can take advantage of this scenario," he said.

Voice BPO is a big part

of the Philippines' BPO industry and the country is focussing on expanding to non-voice BPO verticals such as finance, accounting, legal outsourcing, HR, IT support and healthcare.

"I think getting established in non-voice operations is a challenge and I believe India can do much

in this space," Sarmet said.

Jordan, which banks on its huge Arabic-speaking resources, is looking for companies that want to tap the Gulf markets through the country's language proficiency. "After the financial crunch, lots of companies are looking at outsourcing and offshoring their business model, rather than expanding. This is the right time for Indian companies to tap the Gulf market through Jordan's Arabic language capability, which is the most neutral dialect of the Gulf countries," said a senior official from Development Zones Commission.

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