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### Scotland, Jordan may benefit from Indian BPOs' problems

By Chandan Das on June 20th, 2010

Even as issues like geo-political risk, wage arbitrage and elevated levels of attrition continue to plague the growth of the BPO sector in India, experts predict that countries like Scotland and Jordan are likely to end up becoming the latest destinations for business process outsourcing.

Whereas countries like the Philippines and Brazil have already emerged as options to India, an increasing number of nations are now joining the BPO business. In fact, countries, such as Scotland and Jordan have begun to propel themselves as preferred destinations for contact centers for the Indian enterprises seeking disruptive near shoring alternatives for the West Asian, European and African provinces.

Quoting Jordan's Commissioner for Investor Services and Development (Development Zones Commission) Samer Alfour, a business website reports that he had the opportunity to come in contact with senior executives of leading Indian BPO firms like Aegis, Hinduja Global Solutions, Zensar and WINS and they have all expressed keen interest for making forays into Jordan. He added that rather than administering the European, West Asian and African markets from the Indian soil, it is better to operate from Jordan, which is closer to the business locations.

Alfour said that already Indian BPO firms like Aspire, Exterays and CrystalCall have recruited approximately 4,000 Jordanians, while the country is preparing new infrastructure and talent future ventures. Underlining Jordan's competence in the BPO sector, Alfour pointed out that while the literacy level in the country was more than 92 per cent, 80 per cent of the people were fluent in English speaking. In addition, Jordan provided numerous incentives, financial and others, to the companies eager to establish their centers in the country, he added.

Then again, Scotland, which already hosts numerous BPO multinationals, such as Sykes, IBM, Morgan Stanley and John Lewis, as well as Indian firms like Infosys and HCL TeS, is now endeavoring to reinforce the BPO industry in the country by inviting Indian business process outsourcing firms to establish offices as well as nearshore operational hubs in this European nation. In fact, the BPO industry in Scotland witnessed an amazing growth of more than 200 per cent during the last one decade and as many as one hundred thousand professionals are engaged in this industry.

According to Scottish Development International (India Country Manager) Mark Hallan, besides being comparatively cheaper than London by around 25 per cent to 30 per cent, Scotland proffers an established, reputable and low risk alternative for the Indian BPO firms seeking contracts from the companies in Europe, the UK, Africa and West Asia. He said a number of the contact centers in the country are multilingual offering services in over 20 languages making Scotland the perfect destination for Indian BPO firms looking to offer services to the governments and the public sector in Europe as well as Western Asia.