CHAPTER - 3

COMPANY’S PROFILE

0. INTRODUCTION

The present study is an attempt to analyze and investigate the comparison of job satisfaction and attrition rate among male and female executives in Call Centers. The sample of twenty Call Centers was selected to get data and information. The organizational profile of these Call Centers has been given to understand the required details of these centers. To get the detailed information of the company profile a comprehensive questionnaire was prepared and introduced. The secondary information was get available with the help of annual reports and web records of the companies.

Gurgaon is a satellite town in the south of Delhi, a new development area. The area is characterized by the automobile industry. Maruti/Suzuki, India’s biggest car manufacturer, and Hero Honda and Honda Scooters and Motorcycles India, India’s biggest two-wheeler manufacturers have their plants and suppliers in Gurgaon. Apart from the automobile sector, Gurgaon is a textile hub, there are extensive industrial zones consisting of textile export factories. The government of Haryana recently announced the opening of another Special Export Zone within the next few years, allegedly creating an additional 200,000 jobs. About five years ago Gurgaon became a Call Centre cluster. Several multi-nationals have off-shored their Call Centre work to Gurgaon or nearby Noida, South Delhi or Okhla: Microsoft, American Express, Dell, Amazon, IBM, Citibank, Deutsche Bank, HP etc. Some of the Call Centers are huge, e.g. in the building of Genpact, formerly GE Capital, about 12,000 workers are employed. In May 2006 Dell was just about to open a 5,000 seat customer service centre. Other Call Centers are hidden backrooms with six people on the phone. Exact numbers of how many people work in Call Centers in and around Delhi are not available, but in Gurgaon alone there are probably about 150,000. Most of the bigger companies not only off-shore their work to India, but outsource it at the same time to tele-service companies like Wipro, Converges, Genpact, IBM. American Express for example has an outsourced process at Converges, at the same time and just across the street it runs its own in-house Call Centre. Wipro employs 1,200 people in the Dell process while Dell is opening its own Centre only few kilometers away. It is unclear yet whether Dell will keep on running both processes
parallel, but during conversations we heard that workers in the area are also affected by relocations of their work. Some workers reported that the process they had worked in was relocated to a Call Centre in Hyderabad in the South of India. IBM has an in-house Call Centre and at the same time acts as a service provider for Amazon and various bigger airlines and travel agencies.

Due to the re-shifting a lot of workers see their work as unstable. They know that they were at the receiving end of global re-location (although they are also aware that they earn only about 20 per cent of the US-workers), but they also know that the boom is temporary, that capital/work might move on. While having a stroll through Gurgaon, the main revelation is that the planners of the industrial plot have not studied European revolutionary periods in the late sixties, or the struggles in Latin America or the movements in South Korea in the 80s. Or they think that due to the general deeper divisions in Indian society putting Call Centers right next to huge motorcycle factories and textile mills will not create explosive potentials in case of bigger turmoil. While we were distributing the Call Centre brochure the temp workers of the Hero Honda factory organized a wild occupation of the plant which went on for five days. Right opposite the factory is a bigger Call Centre with 1,000 young students, able of conversing in international languages and with access to modern means of communication, having to work ten hours night-shifts under quite severe pressure, while watching the police sleeping in the shadows of the occupied factory. Only a couple of weeks later we heard of trouble in the Call Centre because incentives were not paid in time.

The researcher were not able to verify the rumors but during a visit at the site a lot of young workers complained about having to travel and wait two hours in cabs before shift starts and about delays of wage payment. During times of revolutionary upheavals the students first had to “discover” the workers, here they work right next to each other and are in similar ways connected to the global movement of capital, e.g. the IBM Call Centre is right next to the Delphi plant, the world’s biggest car supplier, and in the US both companies are in deep economical shit.

Also in the Daily Street and communal life of Gurgaon its particular class composition expresses itself. The nights are full of white medium sized transporters carrying night-shift Call Centre workers, in the middle-class housing estates of skilled permanent Maruti/Suzuki workers, young Call Centre employees of different Call Centers have sparsely
furniture shared flats, bigger groups of Call Centre workers have coffee breaks in the shopping malls while ex-Honda temp workers sell them cigarettes or tea or peanuts. The spatial proximity is obvious, as obvious as the social abyss that still opens between them. Their different status is a social and cultural one, but can also be expressed in money terms: an unskilled building worker on the Dell Call Centre building site might earn 1,000 to 1,500 Rupies per month, working a 80 hours week; a textile or metal worker employed through a contractor earns about 1,500 to 2,500 Rupies for the same working hours; the official minimum wage for unskilled work in Haryana for a 48 hours week is about 3,000 Rupies, a contract worker at Maruti or Honda is paid between 3,000 and 5,000 Rupies for 50 to 60 hours per week; a guy at Pizza Hut serving the Call Centre agents gets 3,700 Rupies for a 60 hours week; permanent skilled workers at Maruti with a certain seniority, the highest paid industrial workers in India earn about 10,000 up to maximum 30,000 Rupies. Basic wages in Call Centers for a-level students start at about 8,000 Rupies, the average wage including incentives range between 12,000 to 14,000 Rupies for normally 50 hours night-shifts. Some Call Centre people, mainly in sales, earn up to 25,000 to 30,000 Rupies. During the last five to ten years the wage of unskilled factory workers decreased (apart from wages in the main automobile factories), while basic Call Centre workers wage are said to have increased by about 3,000 Rupies.

The rent for a normal single room in Gurgaon ranges between 1,000 to 2,000 Rupies per month; if you cook your food yourself, as a single person you would need about 3,000 Rupies for a basic, but health nutrition; a basic meal at a street stall is 20 to 30 Rupies, a coffee at Starbucks or one hour internet the same; a mobile phone contract/number for one year without credit is about 1,000 Rupies; the price for a small car ranges between 300,000 and 500,000 Rupies. In many cases a nineteen year old daughter of a university professor or hospital doctor would earn more than her father. The money, the night-shifts, the contact with the “western world” creates a kind of Call Centre culture, even best-selling novels about it. The fact of having the first job after school or university in a Call Centre, the night-shifts, the technological control and general pressure, the shared flats, the purchasing power, the expensive food in the neighboring shopping malls, the long hours in cabs, the frequent job changes, the more open gender relations at work, the burn out, the difficulty to keep the perspective of an academic career or to find jobs as academics… are experiences of a new pro-letarianised middle-class generation.
To these general experiences others are added. We had gatherings with other Call Centre workers in their flats, they arrived in Gurgaon coming from various states in India and they worked in different Call Centers in the area. One guy had been put into an Australian detention centre for several months and has not seen his two year old son for a year, since being deported. Another guy, a heavy metal guitarist, originally came from Mizoram, a state in the north-east and grew up under a militarized state of emergency. Someone was about to open his own small Call Centre, having worked four years night-shift he has the money and business connections. Our conversations mainly evolved about the sense of this new life, the question of love-relationships opposed to classical married life, the shattered illusion that a well paid work is a fulfilling one, the threatening perspective of depending on Call Centre jobs, the lack of other opportunities, migration.

Concerning the gender relations the social management tries to contain things and maintain certain boundaries, e.g. we heard of various cases where people were told off and warned by the management for bonding or flirting in the Call Centre. Landlords and neighbors normally make sure that there are no “mixed” shared flats, at Evalueserve normally only the male Indians came to the parties of the foreign workers etc. We also heard of cases where male team-leaders took advantage of the new moral pressure on female employees to be out-going and modern, by privileging flirty agents. The following interviews are products of rather short conversations during breaks, but they give an impression of the workers background, reality and perspective.

India is a rapidly growing and maturing market and - along with other emerging markets in Africa, the Middle East and Asia-Pacific - will provide the base for our next wave of growth this year. Indeed, various research reports including those from NASSCOMM estimate that the size of the domestic BPO market (for both captives and third party vendors) currently stands at approx. USD 2.5B and is projected to grow at a CAGR of about 35% over the next 3 years. The domestic BPO sector itself is expected to provide employment to 450,000.

1. **CONVERGYS INDIA SERVICE PVT. LTD**

Convergys Corporation (NYSE: CVG) is a global leader in relationship management. They provide solutions that drive more value from the relationships. Convergys turns these
everyday interactions into a source of profit and strategic advantage for their clients. For more than 30 years, they are providing unique combination of domain expertise, operational excellence, and innovative technologies have delivered process improvement and actionable business insight to marquee clients all over the world.

Convergys Corporation is a global leader in providing customer care, human resources, and billing services. Convergys combines specialized knowledge and expertise with solid execution to deliver outsourced solutions, consulting services, and software support. Clients in more than 70 countries speaking nearly 35 languages depend on Convergys to manage the increasing complexity and cost of caring for customers and employees. Convergys serves the world’s leading companies in many industries including communications, financial services, technology, and consumer products. Convergys has approximately 70,000 employees in 67 customer contact centers, operating in 35 languages, and service and data centers in the U.S., Canada, Latin America, Europe, the Middle East, and Asia. There are 12000 employees in India out of 75000 worldwide. Its workforce is quite diverse. Convergys has 1.7 million customer and employee contacts daily. The global headquarters of Convergys Corporation is in Cincinnati, Ohio.

1.1 Investor Relations

Convergys is a global leader in relationship management. They deliver a broad range of customer solutions, backed by technology, business analytics and consulting services that help create valuable relationships between their clients and their customers. Convergys is uniquely and exclusively focused on helping their clients make smarter decisions about enhancing their relationships with customers to improve business performance. They help their clients recruit, service and retain customers using innovative technologies that increase efficiencies, satisfaction, loyalty and workforce effectiveness – while decreasing costs. This approach has made them a global leader for 30 years.

1.2 Convergys Maintains a Robust Corporate Responsibility Program

Their corporate responsibility practices are tightly integrated with their culture and business and fall into six categories:

1. Shareholders: The trusted relationships with the shareholders and their business are built on uncompromised integrity and dedication to the highest ethical standards.
2. **Clients**: From small businesses, to majority of the Fortune 50, clients trust to enrich their customer and employee relationships.

3. **People**: As a global company, the relationships with the employees are built on trust and a sincere respect for the individual.

4. **Communities**: Convergys supports specific, localized giving programs in countries in which they operate.

5. **Environment**: Their working environments are designed to optimize performance and efficiency while reducing energy consumption, waste and pollution.

6. **Business Partners**: They set clear expectations with business partners across their entire supply chain.

Convergys is honored by its membership in the Calvert Social Index since 2002, and the KLD Domini 400 Social Index since 2007, both financial funds comprised of socially-responsible companies that select their members based upon a number of important factors including corporate citizenship and environmental impact. In 2009, Convergys was named a Fortune Most Admired Company for the ninth consecutive year.

### 1.3 Services Offered in Gurgaon/India

1. **Customer Service**: - Agents handle customer contacts ranging from initial product info to customer retention initiatives.

2. **Technical Support**: Agents answer technical questions from individual consumers and business customers.

3. **Accounts Receivable**: - Management manages active and primary accounts through 1st and 3rd party collection.

4. **Sales Account Management**: - Manages entire customer relationship by obtaining current orders, increasing purchasing levels, introducing new products, and handling all inquiries.
5. **Business Process Outsourcing:** - Assists clients with transformation of customer care processes. Help clients optimize customer interactive from revenue generation through reduced cost per contact.

6. **Business Intelligence Solutions:** - Agents collect and analyze detailed customer contact data and help clients translate this data into valuable business intelligence.

7. **Clients Portfolio:** - 9 of the top 10 credit card issuers, 3 of the top 5 consumer product companies, 2 of the top 3 network communication manufacturers, 6 of the top 20 pharmaceutical manufacturers, 3 of the top 5 securities companies, 8 of the top 15 communications companies.

2. **IBM DAKSH GLOBAL PROCESS SERVICES**

2.1 **OVERVIEW**

IBM Global Process Services offer innovative options to combine process, people and technology in outsourced delivery models that create real business value. Their unsurpassed global delivery expertise and infrastructure provide solutions for industry across major business process areas.

1. Customer Relationship Management
2. Finance and Administration
3. Human Resources
4. Procurement and Supply Chain Management

Outsourcing business processes with IBM can help company address a range of needs through a variety of delivery models:

1. Achieving cost savings
2. Driving business model change
3. Enabling strategic transformation
IBM can deliver continuous improvement of processes, applications and infrastructure. IBM Daksh India came into existence as a result of the acquisition of Daksh e-Services by the IBM Corporation in 2004. IBM Daksh India serves as the global destination for managing business processes for all clients of IBM. In India, there are 14 service delivery centers of IBM Daksh India, spread across the major cities of Gurgaon, Bangalore, Mumbai, Pune, Kolkata, and Chandigarh. There are two other global service delivery centers of IBM Daksh India in Manila and Philippines. There are more than 20,000 employees associated with the company.

**Frost and Sullivan Contact Center Outsourcing Service Provider of the Year 2010**

Frost and Sullivan awards IBM Global Process Services (formerly IBM Daksh) as the Contact Center Outsourcing Service Provider of the Year 2010. IBM Global Process Services (formerly IBM Daksh) has maintained its title as the Contact Center Outsourcing Service Provider of the year, for the 5th year in a row, a testament to IBM's operational excellence and outstanding performance across Asia Pacific region.

### 2.2 Services Offered

The primary service of IBM Daksh India is to provide business process outsourcing services to clients across the globe. Their main clients are from industries related to insurance, banking, financial services, e-commerce, retail, telecom, technology, travel, and hospitality. Apart from this, they also offer some value added services like -

1. Inbound customer service
2. Outbound voice-based services
3. Telemarketing Invoice processing
4. Transaction processing
5. In order to provide the best services to their fullest satisfaction, IBM Daksh India has developed certain software tools. The use of this software’s would provide world-class performance and improvements in client servicing by the BPO. These software tools have enhanced the growth of the business of the outsourcing firm. Some of these software tools are:

   1. Sensei Learning and Evaluation Tool
2. Performance Evaluation Grid
3. IBM SIMPRO
4. Reporting Process Automation
5. SPADE
6. Advanced Support Group
7. Dynamic Roster Change Management System

Within a short span of time, IBM Daksh India has succeeded in achieving a series of awards and also gained much prestigious recognition in the business world. Some of them are:

1. Frost and Sullivan Contact Center Outsourcing Vendor of the Year, 2007
2. Most respected BPO Company in India (Business world magazine)

3. HCL TECHNOLOGIES BUSINESS SERVICES (BPO)

3.1 OVERVIEW

HCL Enterprise is a 34-year-old leading Global Technology and IT enterprise, with USD 5.9 billion revenue, 80000 professionals and operations spanning 29 countries. The three decade-old enterprise, founded in 1976, is one of India's original IT garage startups. Its range of offerings spans Product Engineering, Custom and Package Applications, Business Process Outsourcing, IT Infrastructure Services, IT Hardware, Systems Integration, and distribution of ICT products.

Since its inception, HCL Enterprise has grown to become what it is today under the strong leadership and guidance of Shiv Nadar (Founder, Chairman and Chief Strategy
HCL Enterprise comprises two companies listed in India, namely HCL Infosystems (www.hclinfosystems.in) and HCL Technologies (www.hcltech.com). HCL Infosystems deals with hardware, system integration, and network and ICT distribution, solely for the Indian market. HCL Technologies on the other hand, focuses on Transformational Outsourcing, working with clients in areas that impact and re-define the core of their business. The company leverages an extensive global offshore infrastructure and its global network of offices in 29 countries to deliver solutions across select verticals including Financial Services, Retail and Consumer, Life Sciences and Healthcare, Hi-Tech and Manufacturing, Telecom and Media and Entertainment (Mande). HCL Technologies caters to the global market in areas like product engineering, research and development, enterprise and custom applications, infrastructure management, and Business Services.

HCL Business Services, a division of HCL Technologies Limited started its venture early in 2001 and is now a dominant player in the BPO field drawing revenue of USD 214 million with over 11,500 professionals operating out 21 delivery centers across India, UK and USA. Transformation and innovation is core to HCL Business Services, and the company has evolved from a traditional BPO to the NeXt Generation BPO. World-class standards, multi-geographic delivery model with domain orientation have always been some of the doyens of HCL Business Services and offers 24X7 multi-channel multi-lingual support in eight European languages.

HCL’s BPO business focuses on key domains such as Telecom, Retail and CPG, Banking and Financial Services, Insurance, Hi-Tech and Manufacturing, Media, Publishing and Entertainment and Utilities. This apart, the company services various areas of operations that include Supply Chain Management, Finance and Accounting Services, Knowledge and Legal Services, Customer Relationship Management, Technical Support Services and Data Management Services.

HCL Business Services excels at developing reliable and scalable solutions for essential business processes, consecutive with industry best practices and metric-based Quality norms. This is supported by a thriving technology infrastructure, strong human resources, a customized training program and transition framework. Also, the HCL core value of ‘Employee First’ has inspired employees to deliver world class service and continuously create value for our customers.
3.2 Accolades for HCL BPO Services:

- Ranked in the 'Leaders' category of the Global Outsourcing 10, International Association of Outsourcing Professionals (IAOP) 2010
- Tops the Black Book of Outsourcing 2009 lists of Top 50 Best Managed Global Outsourcing Vendors, and Top Cross Industry BPO vendors
- Ranked No. 1 Employer in India and Best Employer in Asia by Hewitt Associates, 2009
- Won Technology Award at the BPO Industry Awards by India times, 2008
- HCL NI won European Call Centre of the Year 'Best People Practice' Award by Call Centre Focus (CCF), 2008
- The first Indian BPO to enter the Telecommunications Expense Management (TEM) market
- HCL BPO among the Top 5 service providers in the UK market for Life and Pensions
- Won 2008 CIO 'Bold 100' award - IDG India 2008
- Ranked among the Top 10 ITeS-BPO companies in India (NASSCOM and Dataquest)
- First BPO company successfully appraised at Maturity level 3 of People CMM
- First Indian BPO to be COPC certified for Collection services
- Third BPO in the world to be COPC certified for Collections services
- Largest Telecom BPO service provider in Asia
- Largest BPO service provider in Northern Ireland
- Special award for 'consistent excellence for outsourcing practice across all disciplines' by the National Outsourcing Association (NOA '07)
3.3 HCL BPO'S Quality Certifications Include

1. CCA Global Standard
2. COPC 2000 (CSP Release 4.1)
3. ISO 9001:2000
4. OHSAS 18001:2007
5. ISO 14001:2004

3.4 Security systems certifications include

1. ISO 27001:2005
2. ISO 20000:2005
3. SAS 70 Type II

3.5 HCL BPO SERVICE OFFERINGS
4. WIPRO BPO SOLUTIONS LIMITED

4.1 What Wipro Does: Transforming Business

Wipro IT Business, a division of Wipro Limited (NYSE:WIT), is amongst the largest global IT services, BPO and Product Engineering companies. In addition to the IT business, Wipro also has leadership position in niche market segments of consumer products and lighting solutions. The company has been listed since 1945 and started its technology business in 1980. Today, Wipro generates USD 6 billion (India GAAP figure 2009-10) of annual revenues. Its equity shares are listed in India on the Mumbai Stock Exchange and the National Stock Exchange; as well as on the New York Stock Exchange in the US.

Wipro makes an ideal partner for organizations looking at transformational IT solutions because of its core capabilities, great human resources, commitment to quality and the global infrastructure to deliver a wide range of technology and business consulting solutions and services, 24/7. Wipro enables business results by being a ‘transformation catalyst’. It offers integrated portfolio of services to its clients in the areas of Consulting, System Integration and Outsourcing for key-industry verticals.

4.2 Leadership at Wipro: Building Trust

With more than 100,000 associates from over 70 nationalities and 72 plus global delivery centers in over 55 countries, Wipro’s services span financial services, retail, transportation, manufacturing, healthcare services, energy and utilities, technology, telecom and media. Wipro’s unwavering focus has been on business transformation with matchless innovation in service delivery and business models. More than 800 active clients that include governments, educational institutes, utility services, and over 150 Global Fortune 500 enterprises have benefited from this approach.

4.3 Innovation at Wipro: Delivering Enhanced Business Performance

Wipro is at the forefront of technological and business co-innovation with 136 patents and invention disclosures. With enhanced business performance at the core of its deliveries due to its strong R&D and Innovation focus, Wipro gets an enviable 95 percent repeat business.
They make their clients business more efficient through a combination of process transformation, outsourcing, consulting and technology products and services. As the world’s first SEI CMM Level 5 Company, Wipro endeavors to deliver reliability and effectiveness to its customers by maintaining high standards in service offerings through robust internal processes and people management systems.

One of the world’s largest third party R&D services provider, Wipro caters to product engineering requirements in multiple domains. Most of the technology that you come across in daily life - airplanes, automobile navigation systems, cell phones, computing servers, drug delivery devices, microwaves, printers, refrigerators, set top boxes, TVs - will find a Wipro component in them. Their service portfolio includes product strategy and architecture, application and embedded software, electronic and mechanical hardware, system testing, compliance and certification and product sustenance and support.

Wipro believes that certain core technologies have a significant impact on business competitiveness going forward. Towards that direction, Wipro’s Research and Development activity is currently focused on Cloud Computing, Collaboration, Green Technologies, Mobility Applications, Social Computing, Information Management and Security.

World over, businesses are transforming constantly, in order to get better and better. Wipro provides the right insight, technology and support to help businesses transform, making business functions simpler, faster and better. In other words, Wipro transforms businesses that help transform lives.

Wipro BPO Solutions Limited was formerly known as Wipro Spectra mind Services Private Limited and changed its name to Wipro BPO Solutions Limited in December 2005. The company was founded in 2000 and is based in New Delhi, India with additional offices in India, the United States, and the United Kingdom.

Wipro BPO Solutions Limited provides end-to-end solutions and outsourced services for various industries. The company offers inbound/outbound customer services and technical support, telemarketing, internal helpdesk, finance and accounting services, and HR services, as well as provides industry specific processes. It serves the insurance, banking, financial services, retailers, and original equipment manufacturing industries. Wipro Enterprise BPO services concentrate on functional services in specific industry domains such as
Manufacturing, Retail, Financial Services, Telecom, Energy and Utilities and Healthcare. Their services involve a broad spectrum of customized outsourcing capabilities leveraging both cross-industry and industry-specific BPO solutions that seamlessly align with your business requirements. Their robust and mature processes coupled with technical and functional expertise across several industry verticals have placed us at the forefront of providing best-in-class services.

4.4 Delivering Strategic BPO Services and Solutions That Match the High Stakes

Business Process Outsourcing optimizes business performance to attain value creation. There has been a tremendous upsurge in the outsourcing industry in many developing countries, like India which aid in reducing costs and increasing service quality. Wipro Business Process Outsourcing (BPO) is a leading provider of BPO services focusing on the complex, voice and non-voice based segment of customer-care services. The integrated solution approach provides enhanced value to the customers through process standardization, process simplification and process optimization. Customer services are provided from outsourcing companies in North America, Central and Eastern Europe, India, China and Latin America.

4.5 Domestic Business Process Outsourcing (BPO)

India is a rapidly growing and maturing market and - along with other emerging markets in Africa, the Middle East and Asia-Pacific - will provide the base for our next wave of growth this year. Indeed, various research reports including those from NASSCOMM estimate that the size of the domestic BPO market (for both captives and third party vendors) currently stands at approx. USD 2.5B and is projected to grow at a CAGR of about 35% over the next 3 years. The domestic BPO sector itself is expected to provide employment to 450,000.

They are absolutely committed to this region and have already won several deals with large domestic firms in the past 2 years. They are also in the process of exploring multiple new delivery centers across the country - for example, in Tier 2 and 3 cities, to meet the growing demand for BPO services and to provide cost-effective and convenient solutions to meet client requirements. Further, while they realize the traditional cost/labor arbitrage factor cannot be realized in India, there is an increasing realization for firms to focus on their core business while collaborating with 3rd party vendors to take on the non-core operations,
especially as they look to scale up their operations and expand to new international markets. It has also caught the attention of global MNCs as they set up their India operations. They believe Wipro can offer your firm the scale, flexibility and expertise to succeed in this market. They focus on innovation and quality will also result in significant productivity improvements and cost reductions.

4.6 Services Offered

2. Largest 3Rd party provider Securities BO
3. Integrated HRO Solution - Pay Per Drink
4. Pharma Covigilence
5. Marketing
6. Master Data Management
7. LPO
8. From “Call Centre” to “Front Office”
9. Centers in Eastern Europe
10. Cover all major languages
11. 97% + Local hires
12. Near shore solutions

5. INFOSYS BPO

5.1 OVERVIEW

Infosys BPO, the Business Process Outsourcing subsidiary of Infosys Limited (NASDAQ: INFY), is an end-to-end outsourcing services provider. Infosys BPO addresses your business challenges and unlocks business value by applying proven process methodologies, integrated IT and business process outsourcing solutions. The company applies business excellence frameworks to significantly reduce costs, enhance effectiveness and optimize business processes. The company focuses on integrated end-to-end outsourcing and delivery of result-oriented benefits to our clients through reduced costs, ongoing productivity improvements and process reengineering.

Their business solutions and leadership are recognized by several global forums. We are consistently ranked among the leading BPO companies in India by industry bodies such
as Global Outsourcing 100 (The International Association of Outsourcing Professionals), FAO Today, and NelsonHall.

Infosys BPO has not only pioneered "Business Value Realization" (BVR), but has also emerged as a trusted and valued collaboration partner through consistent focus on improving process and end-business metrics. They continue to enable realization of business value, customer satisfaction and co-creation to sustain long term partnerships. They take pride in being a consistent performer and are endorsed by industry analysts, customers (internal and external), and alliance partners. Infosys BPO is a global company operating in the Americas, APAC, Australia and Europe with over 18,900 employees and revenues of $426.79 million as of March 31, 2011.

Infosys BPO leverages global delivery centers to deliver predictable and flexible business process management services. A key aspect of their service delivery is the successful migration or transition of business processes from the client’s locations to our delivery center(s). Infosys has a comprehensive and mature transition methodology that has been refined and documented during the course of more than 1,000 transitions. Compliance is monitored through check points at different stages. Infosys believes that a well managed transition provides a robust foundation for a stable operation across the outsourcing cycle.

5.2 Indian Domestic BPO

5.2.1 Order management needs a holistic approach for compelling value

Infosys BPO has redefined the business process of order-to-cash by extending services to strategic functions across the supply chain. In an interview with Shared Services & Outsourcing Network (SSON), Cisco and Procter & Gamble are capitalizing on Infosys BPO’s service to drive value on both the revenue and cost sides. It is also helping them expand in emerging markets.

1. Holistic methodology

Value-added services that combine technology and consulting with operational strategies reduce the cost of goods sold, increase revenue and prevent revenue leakage.
2. **Plan-to-van service**

   Services provided range from sales support activities such as account planning, research and customer profiling to after-sales services such as distribution planning and logistics for order fulfillment and realization of cash.

3. **Industry-specific offerings**

   Solutions include advertising management for newspapers and media companies, traffic management for radio and television networks, and warranty management for manufacturers.

5.2.2 **An Outcome-based Approach to Procurement Outsourcing**

   Procurement outsourcing must focus on sustainable process transformation rather than cost reduction through labor arbitrage. Companies can realize its potential by adopting an alternative service model that requires minimum capital investment for deployment, according to Infosys' expert.

   In an article in Global Services Media, Their expert discusses how procurement outsourcing can effect a transformation. The efficiency of process management can be enhanced through controls and discipline, while strategic sourcing and contractual buying enable effective spend management. They proposes a Source-to-Pay platform that ensures sustainable savings through streamlined procurement processes, spend control, reduced total cost of ownership, and strategic sourcing.

5.3 **BPO Future Forward**

   BPO Future Forward', the Infosys BPO Journal, showcases our thought leadership in business process outsourcing. The Journal discusses industry trends, shares perspectives and explores co-creation strategies with customers and stakeholders.

   They share their Journal with customers, prospects, analysts and the media. Our thought papers are frequently quoted by the global media and industry forums such as NASSCOM, the premier trade body and the chamber of commerce of the IT-BPO industries in India.
5.3.1 Infosys BPO Journal V - Redrafting Business Models - Tomorrow's Enterprise in Action

The latest edition focuses on new business dynamics - how companies are embracing transformation and innovation. It shows how organizations are developing flexible business models to stay ahead of competition. The journal elucidates strategies and solutions from outsourcing thought leaders and Infosys’ experts. Find out about new outsourcing strategies, hybrid sourcing models, the next wave of HR outsourcing, automation and change management through platform-based outsourcing. It also talks about realigning integrated business services, managing supplier relations and enhancing business value.

5.4 Awards and Recognition

Wipro is one of the most recognized and respected companies worldwide and has been awarded with innumerable corporate awards for the various milestones and innovations achieved.

1. Awarded with REMMY (the Recruitment Marketing) Award by The Times Group
2. Outsourcing Excellence Award for Best IT Enablement in BPO
3. BPO Excellence Award for Operational Excellence and Quality
4. BPO Excellence Award for Use of Technology for Operational Excellence
5. BPO Excellence Award for Fun at Work
6. BPO Excellence Award for outstanding work in Utilities Company in UK
7. Awarded with DL Shah National Quality Award

6. 24/7 CUSTOMER

They transform and own the outcome of digital sales and service experiences for large enterprises with thousands of call center agents. They deliver the highest CSAT at the lowest cost, and eliminate calls. They do this through px, their cloud-based predictive software platform that is integrated with their contact center operations, and customized just for customers. They can develop and deploy customers px solution in about 8 weeks, and deliver it as a managed service. The px solution predicts and resolves consumer issues online, through self- and assisted- service. It systematically mines structured and unstructured (e.g. free text) data from every interaction data, in real-time and after the fact, to understand how
to make subsequent interactions even better. 24/7 Customer manages over 100 million interactions through its global contact centers and has transformed more than 20% of them to predictive experiences using its Px platform. 24/7 Customer's Px Solutions are powered by its iLabs technology and research unit located in the US and India, while its outperforming contact centers are located in Philippines, India, China, Guatemala and Nicaragua, and deliver in nine different languages to customers in North America, Europe, Asia and Australia. 24/7 Customer is the No. 1 partner in customer interactions for 90% of its clients and employs over 9,000 people worldwide. With over 20 industry awards 24/7 is globally rated amongst the best performing and innovative companies in customer lifecycle management.

24/7 Customer is the pioneer in Predictive Customer Experience solutions. Headquartered in Silicon Valley, USA, 24/7 Customer is a global online technology and operations company worldwide. 24/7 Customer develops online predictive technologies that continuously define the future of customer service and delivers them through a unique integration of SaaS and contact center operations. 24/7 transforms customer interactions of large telecom, financial services, retail, technology and travel companies from traditional contact channels such as phone and email to predictive and personalized online interactions. 24/7 Customer's outperforming contact centers are located in Philippines, India, China, Guatemala and Nicaragua, and deliver services in nine different languages to customers in North America, Europe, Asia and Australia. 24/7 manages over 100 million interactions through its 10 global contact centers and has transformed over 20 million of these interactions into predictive experiences using its Px platform.

6.1 24/7 Difference: Transforming Customer Interactions

24/7 Customer owns and transforms the customer interaction portfolio of companies to predictive online experiences. 24/7 Customer has been consistently enabling companies with high volume of phone interactions and online traffic in this transformation to the “Future of Customer Service”. Some examples of this include: Transformed the customer interactions of a leading consumer software provider from 3% online to 30% online, and reduced phone contacts from 97% to 70% in 12 months Transformed online customer experience to deliver the best and highest CSAT score across channels within 90 days for a leading US satellite television provider
Unlike traditional customer service software companies and contact center outsourcers who provide the utility infrastructure to maximize and manage volume of transactions, 24/7 optimizes customer experience interactions across devices, by integrating predictive technology and operations and delivering guaranteed outcomes in sales and service.

6.2 Contact Center Services

Their core competency is managing end customer interactions across channels spanning the entire customer lifecycle. This includes all customer contacts from acquisition to service to technical support to loyalty management, retention and upsell/ cross sell activities across phone/ email/ chat. They provide CLM services from our 10 global delivery centers located in the Philippines, India, China, Guatemala and Nicaragua. They provide CLM services in nine languages including English, Spanish, French, Mandarin, Cantonese, Taiwanese, Korean, Malay and Japanese. Their expertise span a wide spectrum of products and services for the banking, credit cards, insurance, retail, telecom, technology, travel and hospitality industries.

6.2.1 Expect management of entire customer lifecycle:

They help customers to outsource entire customer lifecycle, be it sales, service or technical support in email, chat or voice. It ensures a seamless management of customers ends customer experience.

6.2.2 Expect the best performance:

Customers get 10% or better performance than customer’s best center. That is their promise of out performance for all contact center processes. And they deliver that, consistently.

6.2.3 Expect next practices:

We constantly set new benchmarks in the contact center industry. And customers benefit from it as well, as they share their “next practices” in the customer lifecycle management, with their clients.
6.2.4 Expect the right solution:

They help clients choose the right location for the right process. In essence they try not to force fit their capacity into customers requirements, but rather help customers achieve what customers need from outsourcing customer lifecycle processes.

6.2.5 Expect to expect more:

Customers see as partners with their clients, sharing their goals, rather than just outsourcing vendors. They have helped introduce new channels for their clients, served as their test bed for new ideas in customer lifecycle management and are obsessed with delivering value to customers.

6.3 Some of Success Stories in CLM

1. Improved online application conversion rate by 298% for a global financial services company
2. Achieved an online revenue lift of 200% for a leading provider of digital media and web development software
3. Helped a fast growing online retailer grow their online sales by 40% annually
4. Achieved savings of over $3.6M, by changing contact channels, while improving CSAT by 10%, for a global telecom provider
5. Sold over $20M in excess insurance premiums for a leading insurance company

7. GENPACT (Formerly Known As GE Capital International Services)

Established: 1997
Headcount: 43,500+
Stock Symbol: NYSE: G
Revenues: $1.26 Billion

7.1 A HISTORY OF INNOVATION

Genpact was an early mover in the industry and as such was a pioneer in many of the areas that have given strength to the concepts of Business Process Management. They say that copying is the sincerest form of flattery, and it is clear that many of the Company’s methodologies, business initiatives, and practices have been emulated by others in the
industry. For example, Genpact was the first to introduce Six Sigma for Process Transitions. This stems back to our heritage and being one of the Six Sigma beta sites for GE. The application of Six Sigma has enabled our clients to realize far greater process gains and smoother transitions. Genpact has been first in many key people practices leading to our consistently having one of the lowest attrition rates in the industry. Genpact is the first, with its introduction of the Smart Enterprise Processes (SEPSM) approach, to focus on going beyond efficiency to driving process effectiveness and going beyond looking at transactional results to looking at business outcomes.

7.2 Overview

Genpact comes to the market with a unique “client side” perspective and understanding of Business Process Management. The Company traces its beginnings to 1997, where under the name of GECIS, it was established as an independent business unit of GE Capital. Starting first with the businesses of GE Capital and then expanding scope across GE, the organization was charted to provide business process management capabilities that would deliver outstanding efficiencies to the Company. Each engagement had to be earned based on benefits derived by the client group. This insider’s view to service delivery enables us to understand the needs and questions of clients without their prompting. It imposes on us a natural understanding of and empathy for needing to yield strong company results.

Genpact became an Independent company in January 2005, enabling faster growth by expanding our process reach to clients outside the GE family. The Company was successfully listed on the NYSE in August 2007 under the trading symbol “G”. Since the beginning, the Company has continuously delivered strong business process results. Genpact serves over 400 clients, 30+ of whom are from the Global 500. Their client base is diverse in terms of their size, vertical focus and business needs. They believe this provides them with a wealth of practical insights that ultimately benefits all our clients.

7.3 Genpact’s Culture

7.3.1 A Client-centric Culture

Genpact’s operations are a seamless extension of our clients’ operations. Their strong operating culture defines our process effectiveness that aims at delivering real business results and strategic value to our clients. They integrate their capabilities with client’s to drive
business process effectiveness with the objective to increase efficiencies and improve business outcomes. They also see relationships with clients as strategic, long term, and enduring.

Genpact offers the right skills and services for such an approach. Their expanding list of service offerings allows them to assist their clients with a broad range of solutions. They often start work with a client in one domain and end up developing the relationship to encompass others. This proven customer engagement model, where they start small, deliver value, expand business scope, and gradually penetrate other areas, provides us with growth and long-term revenue visibility.

They believe that honest and periodic client feedback enriches our relationships. Their feedback sessions are one-on-one or revolve around client forums. Their biannual Executive Roundtable is a client forum that stimulates new thinking and thought leadership. It also enables their clients to share best practices and connect with industry experts and peers. This differentiated ‘Client Advisory Group’, consisting of top CXOs, helps them address common client problems, share insights, shape new focus areas and strategies, and strengthen their client relationships.

7.4 The Customer Point of View

Customer satisfaction and listening to the customer point of view are top priorities. This stems in part from our Six Sigma heritage, where putting the voice of the customer (VOC) first is a core principle. It is also central to our strategy, where strategic customer relationships are the key to our growth. At Genpact actively leverage the Net Promoter Score (NPS) methodology. NPS is based on the theory that “willingness to recommend” is a strong indicator of loyalty and growth. Based on our latest results, Genpact ranks amongst the top scoring companies in the world. For them, this is extremely important because 80%+ of our growth comes from existing clients. They believe it is this emphasis on our clients that has helped us earn the honor of 100% business process management contract renewal.

7.5 Genpact For Process Management

Genpact’s core focus is Business Process Management, and their belief that process is transformational in any business has led them to build a fundamentally different company. They have amazing intellectual property around process, built through the deployment of
thousands of processes across a breadth of industries. They have built core capabilities that enable a complete, integrated process solution including focused IT, targeted analytics and pragmatic reengineering. Operating innovation powered by deep Lean Six Sigma knowledge is core to their character. Keen focus on their people enables client engagements that are stable and a natural extension of the client’s own organization. Their history of innovation is a testament to their commitment to lead an industry and keep clients in the forefront of driving not only efficient but effective business processes that deliver not just transactional results but also true business outcomes.

7.6 The Genpact DNA of Lean Six Sigma

Genpact is proud of its heritage of Lean Six Sigma—it is the way they work, a part of their DNA! Lean Six Sigma is a tool, a methodology for quality improvement that has been around for many years. So the difference is not the tool but how a company embraces it and puts it to work. As a part of GE, they were an initial beta site under Jack Welch, who became known worldwide as a leading proponent of Lean Six Sigma. Lean Six Sigma was common in manufacturing but GE was an early innovator in its application to services and made this a tremendous success.

There are two types of companies when it comes to embracing Six Sigma. Those where it is simply a function and others where Lean Six Sigma is driven through the organization, which is true of GE and is clearly true for Genpact. It permeates what they do and is highly visible in their operations, the people processes, and leadership direction. Clients routinely comment on their bench strength and the caliber and experience of their teams. They take a different approach to client engagements. They go beyond the scope of the contract to take a comprehensive upstream/downstream view, which extends their impact on the client’s business. The customers see their job as “destroying” their own revenue by being proactive in driving further efficiency gains and working with clients to reengineer processes end-to-end. They understand that a short term loss will lead to a longer term gain, as our strategic partnership grows. They work to tightly integrate with their clients operations, creating a seamless process environment. The teams adopt the mindset that this is about the client’s business, not their. Certainly, a culturally ingrained hard-to-replicate DNA of Genpact.
7.6 **Quick Facts**

As of December 31, 2010, Genpact has:

1. Over 10,300 employees with Six Sigma green-belt training
2. Over 500 employees with Six Sigma black-belt training
3. Over 24,800 Lean-trained employees
4. Over 53% of top leadership Lean Six Sigma certified

8. **WNS LIMITED**

8.1 **Overview**

WNS (Holdings) Limited is a leading global business process outsourcing company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including Travel, Insurance, Banking and Financial Services, Manufacturing, Retail and Consumer Packaged Goods, Shipping and Logistics, Healthcare and Utilities. WNS delivers an entire spectrum of business process outsourcing services such as finance and accounting, customer care, technology solutions, research and analytics and industry-specific back-office and front-office processes. WNS has over 21,000 professionals across 21 delivery centers worldwide, including Costa Rica, India, the Philippines, Romania, Sri Lanka and United Kingdom.

WNS is a leading global Business Process Outsourcing (BPO) company. WNS also has a strong horizontal focus with its Finance and Accounting, Contact Center and Research and Analytics solutions. It enables its clients to outperform by transforming their business processes with domain expertise, partnership approach and global delivery capability. WNS believes that BPO benefits go beyond operational efficiency, merely satisfying service-level agreements and lowering costs. In a dynamic business environment, where increasing globalization challenges business viability and growth, companies should expect BPO service providers to drive greater strategic effectiveness and business value beyond the scope of the agreement. WNS is geared to offer clients what they need in this current business environment with flexibility and innovation in pricing and engagement models.
8.1.1 Deep Domain Expertise: BPO

Services truly improve business performance only when they are combined with industry intimacy. WNS has built strong capabilities in industries such as Travel and Leisure, Banking and Financial Services, Insurance, Transportation, Manufacturing, Utilities, Healthcare, Consumer Goods, Retail and Professional Services. They match capabilities of their employees with clients’ requirements by putting our employees through trainings and certifications.

8.1.2 Partnership Orientation:

As a BPO service provider, it is important to establish a seamless structure where there is alignment of interests between the provider and the client. At WNS, the interplay of quality, satisfaction and economics is managed thoughtfully and aggressively through contracts, which balance ownership and control with risk and reward. We structure financial models that best respond to the stage of the relationship—transition, stabilization, continuous improvement—and our clients’ goals for the relationship.

8.1.3 Global Delivery Capability:

WNS clients’ enterprises are global. BPO services need to have global delivery capabilities, often with proximity to clients’ key business units. The WNS Global Delivery Network responds to needs for language, cultural alignment, redundancy and 24/7 operations. Across their global delivery centers, employees use common methodologies, tools and assets to deliver services seamlessly to clients. Access to the WNS Global Delivery Network also creates a scalable and flexible network that allows clients to tap the right skills and services at the right price wherever they are available: onshore, near-shore or offshore. Their priority is to expand this global delivery network to serve the ever-changing business needs of our clients. WNS believes that BPO benefits go beyond operational efficiency, merely satisfying service-level agreements and lowering costs. In a dynamic business environment, where increasing globalization challenges business viability and growth, companies should expect BPO service providers to drive greater strategic effectiveness and business value beyond the scope of the agreement. WNS is geared to offer clients what they need in this current business environment with flexibility and innovation in pricing and engagement models.
8.2 Business Process Outsourcing Services

WNS delivers business value by "extending your enterprise." Our business process outsourcing services combine deep industry knowledge, operational excellence, a partnership approach to client engagement and comprehensive service offerings. In every enterprise, business processes are interconnected. Only when you link shared back office and industry specific processes to decision support does business thrive. The value of business process outsourcing is realized by optimizing and linking disparate processes seamlessly. WNS changes the game for its clients by delivering the entire spectrum of business process outsourcing services. WNS delivers shared back office processes such as finance and accounting, customer care, legal, technology solutions and procurement to industry specific back office and front office processes. We also support decision making by delivering complex research and analytics services. They help their clients leverage outsourcing services to improve their business performance so that they can compete more effectively in the marketplace.

8.3 Customer Care Service

Customer service is the key differentiator for your business in a globalized market with increasing competition. Companies need outsourcing partners that can deliver the cutting edge in customer service. WNS helps clients manage and enhance their customer experience with tailor-made customer care solutions. These outsourcing solutions allow clients to transform the way they influence customer loyalty, retention and satisfaction, while ensuring cost-efficiency.

WNS has a rich track record of supporting customer care functions of leading companies across industries. WNS leverages deep domain expertise in customer service functions, a strong talent pool and incisive focus on operational excellence to help clients ‘extend their enterprises’. Companies partner with WNS for customer service outsourcing and experience; increased customer engagement and revenues; and competitive advantage. Their service offerings include:

8.4 Services

1. Customer service
2. Customer complaint resolution
3. Sales
4. Loyalty program management
5. Collections and refunds
6. HR support
7. Computer Aided Telephonic Interviews (CATI)
8. Technical support desk
9. Specialty help desk

8.5 Mission and Values

Client First: Place clients at the core of everything we do

Integrity: Be ethical, honest and committed in all actions

Respect: Be sensitive to individual differences and treat everyone with dignity

Collaboration: Always keep "One WNS" as uppermost in everything we do

Learning: Learn from our experiences; share knowledge and best practices to create innovative solutions

Excellence: Strive for excellence in everything we do and aspire to outperform at every stage

9. iGATE Patni LIMITED

iGATE Patni heralds the beginning of a new era by bringing together two companies – iGATE and Patni. Between the two, they provide full-spectrum consulting, technology, business process and product engineering outsourcing services. In a crowded and intensely competitive marketplace for such offerings, they have built a reputation and core differentiating attribute around our unique Business Outcomes-based model. Armed with over three decades of IT Services experience and our distinctive philosophy of ‘Accountable for Clients’ Business’ powered by the iTOPS (Integrated Technology and Operations) platform, our multi-location global organization consistently delivers effective solutions to over 350 Fortune 1000 clients. Their customer footprint spans across verticals like: banking and financial services; insurance and healthcare; life sciences; manufacturing, retail, distribution and logistics; media, entertainment leisure and travel; communication, energy and utilities; public sector; and independent software vendors.
A diversified, well-trained and motivated talent pool of 26000 people works cohesively to deliver solutions based around a mature global delivery model to clients across the Americas, Europe- Middle East-Africa (EMEA) and Asia-Pacific. Despite the reach and global-spanning capabilities of their delivery centers, they are large enough to be resourceful and small enough to be flexible, making us one of the most dynamic and highly adaptable IT service giants. Their comprehensive portfolio of services includes application development and management, verification and validation, enterprise application solutions, infrastructure management, customer interaction services and business process outsourcing, product engineering services, and business and technology consulting.

iGATE Patni capitalizes on the strength of its numerous combined synergies and core capabilities including: deep domain and delivery expertise; focus on micro-verticals; suites of IP-led solutions, methodologies and frameworks; technology alliances and service partnerships; secure and scalable delivery infrastructure across geographies; and mature quality management based on ISO, SEI-CMMi, Six Sigma, ITIL and COPC standards; to be an effective and reliable transformation partner to our varied client base.

10. MPHASIS INC.10

Mphasis consistently delivers Applications services, Infrastructure services, and Business Process Outsourcing (BPO) services globally through a combination of technology knowhow, domain and process expertise. Their results focus on real improvement in business performance for our clients. They bring to their clients a credible and experienced global leadership team driving service delivery through the next generation global delivery model. We service clients in Banking and Capital Markets, Insurance, Manufacturing, Communications, Media and Entertainment, Healthcare and Life Sciences, Transportation and Logistics, Retail and Consumer Packaged goods, Energy and Utilities, and to Governments around the world.

Mphasis consistently delivers Applications services, Infrastructure services, and Business Process Outsourcing (BPO) services globally through a combination of technology knowhow, domain and process expertise.
MphasiS Limited (then, MphasiS BFL Limited) was formed in June 2000 after the merger of the US-based IT consulting company MphasiS Corporation (founded in 1998) and the Indian IT services company BFL Software Limited (founded in 1993).

MphasiS supports G1000 companies around the world in the improvement of their business processes. Our unique strength lies in our ability to provide integrated solutions involving Applications, Business Process Outsourcing, and Infrastructure services capabilities. The convergence of technologies such as web services, workflow software and business performance monitoring along with business intelligence and customer focus drive all our services delivery offerings. Our emphasis is on developing flexible platforms that allow our clients to rapidly implement business processes with minimal capital outlays.

They are certified with ISO 9001:2008, ISO/IEC 27001:2005 (formerly known as ISO 17799), and are assessed at CMMI v1.2 Level 5. We also provide SEI CMMI, ISO and Six Sigma related services support.

Besides an onsite presence at key locations globally, the company headquartered in India has an extensive offshore infrastructure for Applications, BPO, and Infrastructure services. We have a global footprint with delivery centers all over the world, and have a staff of over 41,000 professionals.

10.1 MphasiS Differentiators

- Thought leadership, innovative solutions and global presence
- Proven technology, domain and process expertise for integrated offerings
- Flexible, customer focused, performance-driven engagement models
- Architect Community - Crafting high-end technology solutions and leading enterprise architecture initiatives
- Process innovations to drive business process Optimization

10.2 Accenture: Business Process Outsourcing (BPO): Services Overview

Accenture is a global management consulting, technology services and outsourcing company, with approximately 204,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and
business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$21.6 billion for the fiscal year ended Aug. 31, 2010. Accenture offers a vast range of BPO services to enable high performance.

These include function-specific services such as procurement, HR, customer contact and finance and accounting, as well as services geared to the needs of specific industries such as utilities, insurance and health care. Regardless of function or industry, their mission is to help organizations improve its operating and market performance, beginning with a smooth transition and a rapid return on investment—all the way to the long-term stability, predictability and continuous improvement potential for which the best BPO services providers are known.

10.3 Unique Selling Proposition of Accenture

1. Accenture focuses on delivering business value by reducing costs, optimizing staff and providing high-end work.

2. It offers end-to-end services provided by professionals with appropriate skills for each task. They work as a team, using proven, patented Accenture methods and Accenture-developed technology.

3. Its industry acumen, alliances, global resources, technology, training and work ethic allow us to deliver competitively priced, high-quality services.

4. It works seamlessly with its clients, regardless of location. They have incorporated our experience into a comprehensive set of BPO outsourcing methods, tools and architectures. The result is consistent, proven and measurable delivery of high-quality solutions.

11. HINDUJA GLOBAL SOLUTIONS\(^1\)

11.1 OVERVIEW

The saga of the Hinduja Group started in Sind, the cradle of the Indus Valley Civilization, where more than 5,000 years ago, the human race learnt its first lessons in organized business and banking.
Parmanand Deepchand Hinduja, a young entrepreneur from the fabled town of Shikarpur, realized early in life that business was all about spotting opportunities, and seizing them wherever they surfaced. He travelled to Mumbai in 1914, and quickly learnt the ropes of business. The business journey, which began in Sind, entered the international arena with an office in Iran (the first outside India) in 1919. Merchant Banking and Trade were the twin pillars of the business and the Group remained headquartered in Iran, until 1979 when it moved to Europe. The Group has expanded and diversified its businesses, with significant social and charitable contributions, under the present leadership of Chairman, Srichand, ably supported by his brothers, Gopichand, Prakash and Ashok.

Today, the Hinduja Group has become one of the largest diversified groups in the world spanning all the continents. The Group employs over 30,000 people and has offices in many key cities of the world and all the major cities in India. The Hinduja Family has always adapted to free-market reforms moving quickly in new markets that have opened, and capitalizing on new economy opportunities. As a result, the Hinduja Group has now strategically positioned itself to contribute to old economy sectors such as Banking & Finance, Transport, Energy (Oil & Power) as well as the new economy of Technology, Media and Telecom.

The Business Philosophy”My Dharma (duty) is to work, so that I can give." Parmanand Deepchand Hinduja (1901-1971)

Founder, Hinduja Group. Firm believers in traditional family values, the Hindujas have all along striven to inculcate the family concept in their business enterprises. Every member of the Group is encouraged to practice the Vedic principles of work: 'Service with devotion' and 'Willingness to see fulfillment of one's self-interest in the active promotion of the interest of the collective'. Mutual trust, respect, cohesion and co-operation are emphasized as key organizational guidelines. At the same time, sound modern management practices are given primacy within individual companies of the Group and also at the corporate level.

Professionals are allocated independent charge of diversified activities. There is a high premium on healthy internal competition, incentives to executives and employees for outperforming one another, and appreciation of good performance. The Group has, throughout its history, demonstrated a strong commitment to creating better understanding.
between the peoples and the governments of the world. Building amity and co-operation between their host country and their mother country, India, has been an article of faith.

Hinduja Global Solutions is a part of the multi-billion dollar Hinduja Group conglomerate. Hinduja Global is a USD 165 million company with almost 14,000 Associates across India, the Philippines, Mauritius, Canada, and the United States. We provide outsourcing solutions to global customers across various service lines including back office processing, contact center and customized IT services. As an organization we have always focused on going that extra mile. Providing customer satisfaction and delight is part of an overall journey toward success. Simply put, our customer's success is our success. In our 8 year history, we have forged strong, mutually beneficial relationships with customers that enable their businesses to be more competitive. Our partnership approach ensures constant innovation, continuous quality improvement and value creation for our customers.

1. It all began in the year 2000. Hinduja Global Solutions started its operations with one client and 25 employees.
2. From its inception, Hinduja Global Solutions had set its sights high, and was focused on building client's businesses. The success graph grew rapidly.
3. Between 2000 and 2003, Hinduja Global Solutions acquired businesses of major international clients, some of who were among the leaders in the Insurance and Telecom industries, thus establishing it as a force/major player to reckon with.
4. 2003 also marked the company's entry into international markets, with the establishment of its center in Manila.
5. Today, Hinduja Global Solutions has 23 delivery centers across the US, Canada, Mauritius, the Philippines and India all working towards creating leaders out of their clients.
6. Hinduja Global has the infrastructure, the in-depth knowledge and the manpower to set up an efficient help-desk for any company in the IT industry.
7. The company's help desk services are:
   i. Internal IT Help Desk for large companies
   ii. Being the First Point of contact for any IT issues within the company
ACTIVITIES UNDERTAKEN

1. Password resets
2. Mainframe printer issues
3. Desktop printer issues
4. General PC troubleshooting
5. SMO (client-specific application) issues
6. ATT VPN (configuration, setup, troubleshooting, connectivity)
7. LN email client
8. Webmail
9. Browser configuration for IE
10. Adobe Acrobat
11. MS Office
12. Telecom issues
13. LAN (connectivity, setup, configuration etc)
REFERENCES


