

KPO services in Goa .. challenges, success factors...

Presentation by
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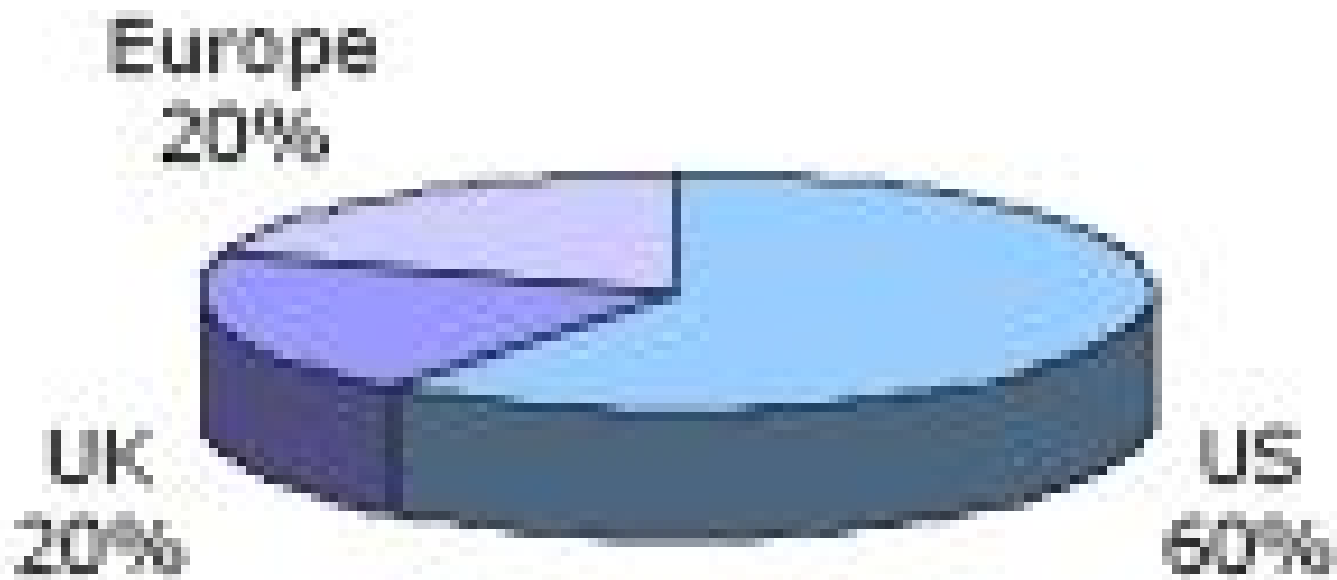
KPO Market-an Overview

- KPO is growing at a CAGR of 45-50%.
- Business expected to touch \$17 billion in 2010
- India has already become the most preferred destination
- Over 100 Fortune 500 companies are off-shoring work to India
- Data Analytics is the largest chunk of KPO business from employment perspective
- PhDs,Engineers,Doctors,Lawyers,Financial analysts are the backbone of KPO business.

KPO: The Main Domains

- IT Sector
 - Research/analytics
 - Legal research
 - Finance & accounting
 - Telecom R&D
 - Software R&D
 - Publishing
 - E-learning
 - Animation
- Other Sectors
 - Pharma/Biotech research
 - Clinical research
 - Chip design
 - Auto/engineering

Contribution to KPO



Source: *Industry Estimates*

Evolution of LPO as an established KPO Domain

- First level document review encompasses anywhere between 58% and 90% of total litigation costs (KPMG).
- Indian legal system based on English common law (US and UK). Therefore, legal understanding and analysis is applicable and adaptable.
- Advances in technology allow remote and secure document review
- Services covered:
 - Legal Research
 - Document Drafting like standard contracts, agreements, letters to the clients, patent applications etc.
 - Legal Billing activities like preparation of invoices, collation of time sheets etc.
 - Intellectual Property research
 - Secretarial activities like following up with clients, etc.
- LPO has matured in India over a period of 3 years

Challenges in KPO Business

- Infrastructure & Technology
- People
- Business Acquisition

KPO Challenges: Business Acquisition

- Ability to demonstrate Domain expertise
- Presence in the client country-US, Europe and Japan
- Successful transition of a pilot process
- Price advantage
- Strong IPR/Data Security policies and systems

KPO Challenges: Infrastructure

- Operations related
 - Work spaces that match International standards
 - Ease of access/local transport
 - Telecom Infrastructure/Internet Connectivity
- Employees related
 - Quality of life/Housing/ Entertainment/Shopping
 - Educational facilities
 - International and Inter city connectivity
 - Cosmopolitan culture

KPO Challenges: People

- High attrition rates
- High cost of training
- Transfer of client-company culture and business context to delivery center
- Domain expertise and Leadership skills
- Eliminating the fear of the loss of IP and leakage of critical confidential information

Goa in KPO-Going forward

- People in Goa can leverage their Domain Expertise in two new segments:
 - Hospitality Process Outsourcing (HPO)
 - Developing Daily menus for hundreds of restaurants in a hotel chain
 - Working out Bill of Quantities/costing
 - Quantity forecasting/Minimizing wastages
 - Banquet planning and manpower allocation
 - Travel Process Outsourcing (TPO)
 - Developing standard and “tailor-made” tour itineraries for large travel companies
 - On-line tour progress tracking
 - Ticketing and Documentation
 - Cost optimization

Why HPO and TPO

- Goa being a leading tourist destination, large number of Goans have exposure to these industries-availability of people resources
- Many have in-depth understanding
- Experience of meeting International customer expectations
- Presence in client countries will be automatic if any leading hotel chain in Goa decides to get in to this activity.

How ECS can help KPO?

- For KPO Service Providers
 - Strategic planning,
 - Management support,
 - Performance optimization
- For Clients wanting to set up KPO Business
 - Setting up a captive center
 - Project implementation stage on-ground support and supervision,
 - Vendor supervision and performance management at sub contracted centers
 - Due diligence,
 - Quality control,
 - Training,
 - Operations control and supervision

Thank you!

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