

Rising trend of BPO Companies

BPO Companies came into existence in late 1960s, but the offshore BPO Companies started operating in the last decade. Companies have had tremendous success in last 10 years or so. Let us discuss few details about the same.

BPO Companies are categorized as follows:

1. Offshore BPO Companies
2. Onshore BPO Companies
3. Near Shore BPO Companies

Offshore BPO Companies are companies located overseas. Most of the Offshore Companies are located in India, Philippines, China, Pakistan, etc.

Onshore companies based in the same country are called Onshore Business Process Outsourcing companies. It means, a company based in US is outsourcing the chat support to a US based company and the service is also delivered by a US based Call center.

Near Shore BPO Companies would mean companies which are based very near to the nation. For example: A Company based in Canada servicing to a US based company. Some examples of Near Shore BPO Companies are call centers based in Dominican Republic, Romania, Costa Rico, Mexico, etc.

Majority of BPO companies are located overseas and provide call center services, data entry work, email answering services, telemarketing, etc.

Benefits of Outsourcing Companies:

Cost Reduction: Cost Reduction is the major benefit of outsourcing. Outsourcing Companies operate at very low costs, especially the Offshore Companies. An average Call center in US charges \$15- \$20 per hour for technical support or customer service, whereas, call centers in India charge \$8 - \$12 an hour for the same job.

24/7 operations: Call centers in offshore nations operate 24 hours a day, 7 days a week and 365 days every year. This is a major advantage over Onshore BPO Companies.

Quality of Service: Offshore BPO Companies are focused on delivering high quality service to their clients. Quality and data security parameters like ISO, BS 7799, 6 Sigma, COPC, lean are studied and implemented to maintain high quality standards.

BPO Companies are growing rapidly as of today. In India giants like GE, American Express, IBM, Convergys, Aegis, Wipro, E4E, 24/7 have around 10000 employees servicing different aspects of the industry. Considering the growth of BPO Companies, it would be a wise decision to venture into the industry. Experts predict that the Outsourcing Companies will rise in near future, opening more avenues for all. One BPO Company is established almost every day in India alone. This is not just the present, it is the future.