



Growth Strategies
for
BPO-ITES Companies

Program Objective

The BPO / KPO industry is one of the largest service sector contributors along with IT. The future of the Industry lies in expansion on key dimensions of multi-language, multi-regions & multi-process growth initiatives. The service provider business would have to face challenges like diminishing cost arbitrage, demanding client base, manpower attrition in voice / data etc.

Leadership will be a Key Success factor in driving growth, outside India and inside.

The program is directed towards;

- 1) Development of strategic capabilities for team leaders
- 2) Understanding the various strategic alternatives to compete in the BPO- ITES space,
- 3) Business impacting strategic thinking to improve performance and problem solving at the business unit level.

Participants

The audience for this program would be the "High Performers" in the business on the Business Development side, Process development, Process delivery /execution etc across verticals for data and voice. Typically it should be "Team leader, Project leader etc. . . The program is aimed to develop "Strategic Vision" for the high performers who would expand the business across verticals, processes and geographies.

The program is a one day capsule on "Strategy". The program facilitates understanding of;

- What are the varieties of issues that decisions/ challenges that are facing the BPO-ITES business today?
- How should a decision be structured while addressing the above issue?
- What is the variety of decisions taken at the strategic and operational level for core / critical processes? How does the BPO prioritize decisions to be made concerning such processes?
- What are the "Red" and "Blue" oceans options for a BPO?
- What industry based factors that impact profitability and growth (Five Force Model)?
- How does a BPO address itself in assessing its internal strengths / capabilities through its "Value Chain"?
- What are the generic strategic options available to grow? How does the BPO use its understanding of the external environment, internal capabilities and chalk out an action plan for the future in terms of processes, verticals, increased customers base etc?

The program structure

Typical strategy templates for a BPO-ITES / KPO would be part of the initial discussion

Hands on approach towards strategy, where the participants will conduct a strategy formulation exercise for the BPO / KPO etc.

The entire program would be customized based on study of NASSCOM reports and other publications

The program will have 2 - 3 case studies from the BPO- ITES industry in India.

The cases would be sourced from Harvard, Ivy College etc

Duration :

1 Day