

CORPORATE

Hindujas' 2nd call centre in Manila

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Hinduja Global plans to open second delivery centre in Manila

'Economic slump has increased business, reduced attrition'

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Business process outsourcing company Hinduja Global Solutions Ltd is exploring options to set up its second delivery centre in Manila to cater to the rising demand for voice-based offerings.

The company plans to set up a 500-to-1,000-seat centre in Manila over the next six to eight months, which will add to its 2,000-seat facility, it said.

"We will invest about \$3-4 million in the new centre," said Mr Anand Vora, Chief Financial Officer of Hinduja Global. "We have enough demand on the table."

Mr Vora said the company has seen an increase in business because of the downturn, which has also brought down attrition.

"We are seeing this traction with our existing clients. They have been doing outsourcing or offshoring, and since they have tasted the benefits and also because of the downturn, they would want to offshore more processes," said Mr Vora.

So a client who has been offshoring two processes and has seen significant benefits now wants to offshore other processes in other departments, he explained.

Vendor consolidation is also a reason why the company

Snapshot

The company plans to set up a 500-to-1,000-seat centre in Manila over the next 6-8 months

Vendor consolidation has also led to increase in business for the company

has seen an increase in business. "When consolidation happens a lot of things flow into us," Mr Vora said.

However, the company is seeing some slowness in decision making with companies that have not explored offshoring before. "For them it is a whole change of culture and mindset. There we are seeing that things are not

happening that fast," he added.

BUSINESS MODEL

The company has seen minimal impact of the economic crisis mainly because of the business model it has been following. Hinduja Global essentially operates in the inbound business, which is typically service-oriented and deals with consumer problems. This has not been affected, said Mr Vora. The outbound business, which is largely telemarketing, has got impacted in a big way, he added.

The top three verticals for Hinduja Global are insurance, telecom and consumer

electronics. While consumer electronics have been impacted to an extent as result of the global meltdown, the other three verticals have been doing well, Mr Vora said.

The company said it has large clients in the US and it is continuously monitoring them so that it is aware of any bad news related to the company. It has tightened its receivable collection and has made sure it receives dues on the specified day.

"We are also approaching our clients and trying to see if there can be any process improvements and if those benefits can be shared," he added.