

BPO OFFSHORE JOURNAL

A selection of detailed case studies written by senior executives of some of the world's leading companies.



Areas covered include: Process migration & transition management, measurement, benchmarking and monitoring, captive versus third party, HR, technology and operational challenges, BPO pilots, best practices and the future of BPO Offshore

CONTRIBUTORS



BUPA

Gail Sumner

Head of Outsourcing



The Offshore Advantage – Quality, Efficiency & Cost

Process evaluation, vendor selection, planning the offshoring pilot. Monitoring progress, evaluation of claims processing turnaround times and customer satisfaction scores. Identifying new processes to be offshored.



Somerfield Stores Limited

Reg Wiles

Assistant Director Merchandise Accounts



Migrating the Back Office Offshore

Documenting the process flow, measurement of quality, what was expected, what was delivered, the variance and steps taken to rectify problems during the offshore migration phase.



The World Bank

Fayez Choudhury

Vice President & Controller



Governance Models & Risk Management

Evaluation of the captive versus outsourcing model. Country and city selection criteria. Risk analysis, mitigation strategies, cost savings, unplanned gains, examination of success factors, Moving up the value chain.



Wharton Business School

Dr. Ravi Aron

Professor of Operations & Information Management

Measuring, Monitoring & Evaluating the BPO deal

What to measure, how to measure, metrics & developing monitoring tools. Analysing a business processes complexity, quantifying operational and execution failures. Carry forward, direct & indirect errors, preventive measures.



Citigroup

Banesh Prabhu

Head of Global Operations (International Cards)



The Captive versus 3rd Party Outsourcing Debate

The benefits of offshoring, cost, service quality, operational efficiency. The core versus critical debate. Technological and operational challenges, business process optimisation, process mapping and compliance issues.



Prudential

Steve Ferrari

Offshoring Strategy Director

PRUDENTIAL

The Journey Offshore – “A passage to India”

Building the business case for offshoring, communicating the decision, managing the implementation, enablement, program structure and migration. Detailed review of recruitment, training and knowledge transfer issues. Infrastructure and technology challenges and the future: transformation and consolidation.



United Utilities

Keith Budinger

Asset Management Director



Moving BPO up the Value Chain

Outsourcing engineering design. The challenges of automation and implementation. Requirements study, the benefits achieved in terms of standardisation, consistency in design. An analysis of estimated savings from offshoring.



Astra Zeneca

Lars Walan

Vice-President



BPO and The Pharmaceutical Sector

Application of the BPO model to the pharma sector. Outsourcing of clinical trials, setting up offshore R & D facilities for new drug development, industry analysis and patent issues.

“A high quality publication. I was particularly impressed with the breadth and depth of the subject matter.”

“The Journal provided a unique insight into some of the key issues faced by corporates when outsourcing offshore. It was practical, pragmatic and well written, a must read for anyone involved in Global Sourcing”

CONTRIBUTORS



Hilton

Rombout Van Kuik

Director, Central & Northern Europe



Nearshoring: Sourcing Quality Customer Contact Services

Building a multi-lingual delivery centre. Recruitment, management, cultural and motivational issues. The benefits generated in terms of lower staff attrition & greater revenue enhancement. Systems, technology and testing issues.



EBookers

Prashant Sahni

CEO Tecnovate



Building an Offshore Multi-Lingual Delivery Capability

Setting up an offshore multi-media, multi-lingual customer services centre servicing clients in 9 different languages. Issues covered include: managing staff attrition, training and knowledge transfer, building a multi-cultural environment, analysis of average handling times, abandonment and conversion rates, offshore reward and recognition plans.



EMRG LTD

Amit Badami

Founder & Director



BPO Offshore – The Future

Moving up the value chain and outsourcing of more complex knowledge services. The transformational nature of future outsourcing deals. The extended organisational form, supplier and customer dynamics, the emergence of new countries. Compliance, governance and regulation issues.



ABN AMRO

Peter Burns

Head of Global Transformation Programs



Transforming cash & payment operations

Standardisation and simplification of processes. Embedding a culture of continuous improvement, 6 Sigma and best practice offshore migration methodology. Lessons learnt and critical success factors in offshoring



Warburg Pincus

Jeremy Young

Managing Director



Carve Outs as the next step for BPO

Carving out the back office: Turning a cost centre into a profit centre. Practical considerations, carve-out readiness indicators, SLA considerations and governance rights. A carve out in action: The British Airways case study.



SQS

Bob Bartlett

Managing Director



Quality Governance

Quality, governance, reporting and testing. Setting up a dashboard, retaining control, quality management implementation, process improvement. What will quality governance deliver: cost containment, delivery of effective systems, improved administration and efficiency, formation of metrics.



Mobile 365

Robert Tearle

Former European Finance Director

Offshoring the Finance & Accounting Function

Phasing the migration, managing the knowledge transfer. Detailed overview of offshoring accounts payable and receivable. The challenges and lessons learned: people management, segregation of duties, audit and reporting issues



SESAME LTD

Stewart Baker

Head of Offshore



Compliance Checking

Setting up an offshore business monitoring unit to check new business written by IFA's. Quality control and regulatory issues. Scope of work and service execution model. Products reviewed: mortgages, life assurance, pensions and investments.

Other contributors include:

ICICIONesource - Data Security, **DDC Ltd** - Data Capture, **BIDC** - BPO in Barbados,
GTL - Offshore Customer Contact Services

“The BPO Offshore Journal was an extremely informative and thought provoking publication. The key benefit for us, was to see through the case studies, how companies are bringing real value to their customers through offshore operations.”

Chris Neal, Business Development Director, Vertex

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