

Knowledgefaber

Emerging Opportunities - Emerging Economies

Situation: Client was a global outsourcing leader looking to expand its presence in 3 cities of China, for its Specific BPO services such as F&A, HRO, Procurement Services, and other services. Client already had small operations in these cities and was facing problem in hiring talent for its organisation. Client was looking to hire talent capable of performing services not only in English and Chinese but also in other languages like Japanese and Korean to serve its specific clients.

Process, Insight and Advice:

Knowledgefaber looked at all the BPO service providers in the respective cities, and conducted an intensive study of each company in respective city, studying the kind of services performed; clientserved via industry as well as geographical locations, employee profiles, capabilities and estimated total number of installed talent available in the city.

A modeller was created for each city showing installed talent available in the city by experience, language proficiency, BPO function, and other such parameters. Knowledgefaber also looked at alternative industries like BFSI, Logistics, Retail & FMCG, and Travel & Hotel industries for alternative source of talent.

Talent mapping was performed with the help of a modeller to indicate which persons from these industries can be hired for different roles in BPO industry. To forecast the availability of fresh talent pool Knowledgefaber looked at number of students passing out of various educational institutes and with the help of a modeller, mapped them according to their suitability for various job functions in BPO industry. An in depth analysis was provided for compensation and benefits programs prevalent in BPO industry according to job function, experience level, geographical level, and then a comparative study was performed with respect to other sectors like BFSI, Logistics, Retail & FMCG, and Travel & Hotel industries to help the client hiring team in understanding which are the job functions from alternative industry which can easily be targeted for working in BPO sector. Knowledgefaber also looked at the kind of training and talent grooming activities performed in industry to advice client HR team about best possible practises for improving talent hiring and retention in the company. We surveyed several thousand people, which include industry experts, CEOs, global expatriates, industry forums, service providers, and many others. The data we gathered helped form the foundation of client's new hiring strategy in the country.

Output: We developed a comprehensive talent acquisition, retention and growth strategy for the client. Client was advised upon which city will be suitable for each function and for serving which particular geographical locations. Client was also advised upon what should be the compensation and benefits program for persons with different levels of experience.