

An Indian BPO

Client

Large Indian service provider of business processes and contact center services with global footprint across industries, including travel, insurance, financial services, healthcare, professional services, manufacturing, distribution and retail

Business Context

The client had a potential opportunity to offer nearshore solutions to a large travel house and needed to identify, evaluate a low cost location in Central and Eastern Europe. The client required a destination that provided significant capabilities in customer service, telemarketing and transaction processing and also met the overall strategy of establishing a European base for its operations.

Tholons Approach and Role

- Identify countries/cities where sufficient scale for European language (such as Nordic, Spanish, Italian, Swedish, Finnish, German, French etc) capabilities are available.
- Conduct detailed analysis on a target list of locations (in consensus with the client), using quantitative and qualitative factors and select a set of cities, most suited to the work profile.
- Study the business landscape and perform detailed scientific assessment on multiple criteria on these countries to arrive at a cost competitive location meeting the requirements.

Business Benefits

- A combination of two locations was suggested to the client to meet their requirement.
- 3 alternative options were also provided with specifics of their strengths and weaknesses of each of the destinations