

## Country Roadmap - Creating a Business Environment

### Client

The country is a fast emerging destination for outsourced services in Southwest Asia. The country has a population of over 6 million with a GDP growth rate of around 5.5%. Located strategically, the country has strong potential to be an off shore destination for Gulf countries, near shore for Europe and significant skill capability to cater to the US market.

### Business Context

The growing population and limited resources has posed challenges for the future growth of the country. Hence the imperative is to identify an alternative revenue earner, keeping in mind the skills available within, as a growth lever for the country. This required building its resource capability to meet global standards and compete with other well established nations.

To propel this development process, the government came up with a long-term objective of developing a business environment and making it conducive for investment in the globalization (outsourcing/offshoring) space. Strategically, a Contact Center training program (part of a larger BPO program) was identified as the key sector to focus on. It required an understanding of global outsourcing landscape and country's strength, as the critical first step. Building such skill sets was now, the new imperative to growth..

### Tholons Approach and Role

Client's vision of establishing a niche for itself in the BPO space required a carefully carved framework, to develop, identify and rank the primary skills available in country. A phased development plan for building a business ecosystem was discussed. An end to end framework (right from establishing SEZ's to implementation) was drawn to create a BPO environment. Also, a detailed training program and vendor assessment structure was crafted that could yield in improving the output of "Industry Ready" talent pool.

Tholons proposed the following approach in building a BPO business environment:

- Undertake a detailed country profiling exercise
- Skill assessment by domain segmentation at a national level
- Identify the sectors to enter as a first step
- Target client geographies for exporting services
- Launch a Nation-wide Awareness Campaign to educate the right target market about the long-term career opportunities provided by the BPO industry.

## Business Benefits

The long-term collaboration of Tholons with the government, as a first step, has led to successful identification of key business drivers, laying down the roadmap for building resources and deploying those resources on future growth areas.

- Creation of a sustainable business model, imperative for the long-term growth of a nation as a whole. Attract global private equity and increased foreign direct investments in the country.
- Creation of business value by building competitive resources in a continuous and focused manner.