



World BPO Forum |

## **Excerpts from Richard Mills' presentation**

### **First of all, Let's Get Something Straight**

India is the King of Outsourcing

India is the largest and most successful offshore destination. India proved to the world that offshore outsourcing was viable. Philippines has a BPO opportunity today because of India.

India success is our success and God bless them for it.

### **Actions of Leading Outsourcing Organizations: Deutsche Bank**

This company's situation is interesting for 2 reasons. First of all, most companies when they enter Philippines start by doing low-skilled functions and later move up the value chain. Deutsche Bank isn't doing this. They are hiring high-end financial people to support the company's CFO's throughout the world.

Secondly, big German companies (and especially banks) are usually slow to move because they spend a lot of time in the planning stage. Deutsche Bank started their operation only a short time ago and already employ 200 people. Industry sources say they will reach 500 by the end of the year. Apparently, they are pleased with progress and are moving ahead quickly as a result.

### **Actions of Leading Outsourcing Organizations: Citigroup**

The company started a BPO in Philippines a year-and-a-half ago out of necessity – some say because Citigroup was receiving resistance to the Indian accent in Australia. Today, the company is already receiving better quality performance ratings in Philippines than at its much more experienced Australia Delivery Center based in Brisbane. Industry sources close to the action now say that the Brisbane-based delivery center is being closed and all the jobs are being moved to Philippines.

## **Various Sources Seem Consistent**

Philippines is a Better Option Today Than Alternatives

- Better People
- Better Business Environment
- Better Infrastructure
- Better Lifestyle & Security

## **This is the Greatest Time to be in Philippines**

Business Process Outsourcing Sector

- Hiring growth rates are 40% to 50% per year
- Many contact centers growing by 100% per year
- Currently approaching 100,000 people employed
- Projected to reach 500,000 over the next 4 years

The Dot-Com boom times in North America were exciting but employment growth rates never exceeded 20%-25%. Industry growth rates in Philippines are roughly double this and some sectors (notably call centers) are growing at 60%-70%. And, unlike the Dot-Com days, the jobs being created in Philippines are real ones being paid for by real clients.

## **Philippines: World-Class Destination, Third-Class Marketing**

### **A Strong BPA/P will lead Philippines to the Promised Land**

Philippines needs a unified organization to promote itself in proactive manner, rather reacting to bad publicity or shoddy research reports after the fact.