

BUSINESS PROCESS OUTSOURCING

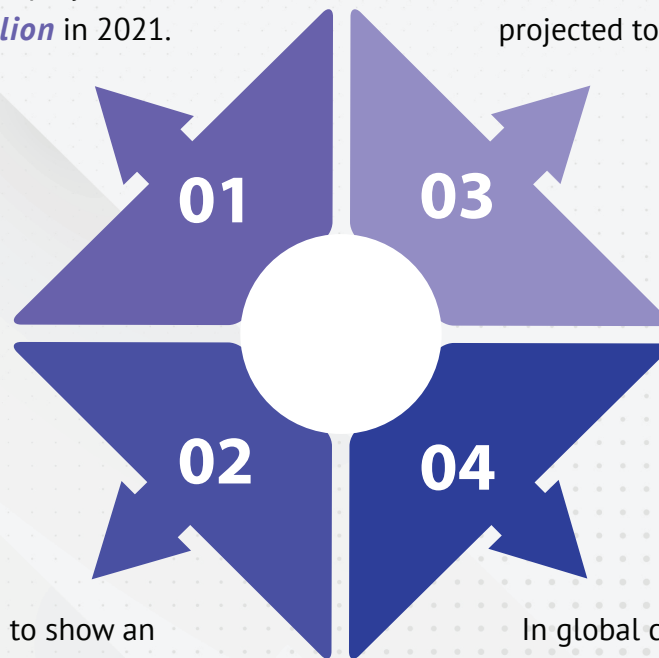


Overview of Business Process Outsourcing (BPO)

Business Process Outsourcing (BPO) assists in numerous fields such as manufacturing, supply chain, human resources, accounting and finance, and others. BPO is not only limited to call centers. The services that are covered in BPO are vast, divided into front-office functions including customer services, sales, in-house communication and back-office functions including IT, accounting, human resources, quality assurance, audit and others. There is, however, no straightforward rule in BPO. An organization may also hand over one function from a department, such as payroll system from HR to a BPO vendor. Worldwide, BPO vendors are being actively approached, owing to the benefits that outsourcing can have. These benefits include flexibility in business processes, cost-savings and efficiency, leading to increased revenue generation. Furthermore, Business Process Outsourcing also allows an organization to expand to the global market.

Revenue in the Business Process Outsourcing segment is projected reach nearly **USD 3 Billion** in 2021.

The average spend per employee in the Business Process Outsourcing segment is projected to reach **US\$87.58** in 2021.



Revenue is expected to show an annual growth rate (CAGR 2021-2025) of 6.26%, resulting in a market volume of **US\$381,237.46m** by 2025.

In global comparison, most revenue will be generated in the United States **US\$112.9m** in 2021.

Advancing to Pakistan, the BPO market is now on the rise. In the past, Pakistan was not able to develop its BPO market owing to inadequate broadband connections, the crumbling security situation and predominantly, less awareness regarding the vertical. However, fast forward to 2021, with the development and implementation of efficient broadband infrastructure, heightened security and the increasing talent and expertise has provided an opportunity to international industries to choose Pakistani BPO companies as vendors. In Pakistan, the different services that BPO companies provide include hiring, data entry, customer care, payment processing, quality assurance and IT services.

<i>Service(s)</i>	<i>Company(s)</i>
BACK-OFFICE, FRONT-OFFICE AND DATA ENTRY	Scalemill, Ideas Unlimited, Span BPO, BPOxperts, Axiom, Digital Processing Systems, Etilize Pakistan, Hauka, Jeem Solutions, NBA Computers, Sybrid
FINANCE AND ACCOUNTING OUTSOURCING	AOS Limited, Digital Processing Systems, Rapid Response, SKP Consulting, Systems Teknotronics, The Resource Group (TRG), Accountancy Outsourcing Services
UI/UX, ANIMATION, GRAPHIC DESIGN AND PRINTING	Datels International, Post Amazers, Sharp Image, Web Dynamics, Wireframe Interactive, ADAN printers
CALL CENTER AND VOICE SERVICES	AP Vision, Apvision, Axiom, BAS, C-3, Call Central, Catcos Inc, Cerebrum Technologies, Digital Processing Systems, Ensign Communique, Eplanet Communications, Global Contact Centre, Hauka, Rapid Response, Jeem Solutions, Katz Communications, Mindbridge, MPS Call Center, NBA Computers, Nortec, Ovex Technologies, Touchstone, RegTel Enterprises, Sabri Niazi Technologies, Scalemill, Premier BPO, Ideas Unlimited, WORK, Tribe Consulting, Efficise
IT SERVICES, WEB AND MOBILE APPS, DOCUMENT DIGITIZATION AND GIS/CAD	IT Minds, 360 Technologies, Hybrid Techsol, 82 Solutions, Cenit Inc, Aciano Technologies Pakistan, Abacus Consulting Technology, AMG Technologies, Alpha Global Solutions, Akhtar IT Solutions, Geosonsult, Information Transformation Services, R2V services, Axiom, Hauka, Nortec, Systems, Stone Shed.
HUMAN RESOURCES AND RECRUITMENT	Digital Processing Systems, Jeem Solutions, Sybrid, Verticity, Span BPO
TRANSCRIPTION/MEDICAL TRANSCRIPTION, CLAIM PROCESSING	Brain Storm, Medical Transcription Billing Company, eMed Technologies, Digital Processing Systems, Eplanet Communications, Hauka, Jeem Solutions, Touchstone, Nortec, Ascend BPO, Ovex Technologies, Sybrid, WORK.

Abacus Consulting

Abacus Consulting Technology Ltd (or "Abacus") is a leading professional services company headquartered in Pakistan that provides management consulting, technology, and outsourcing services to a diverse client base in the country. The company was established in 1987 and is now Pakistan's largest of its kind, as well as one of the largest in the country. Abacus is headquartered in Lahore, Pakistan, and has 12 regional offices in major cities across Pakistan, Saudi Arabia, Afghanistan, and the United Arab Emirates, with our consultants delivering services in 22 countries across three continents. Abacus supplies customers with professional experts with solid expertise and extensive practical experience in suitable work environments is a significant asset. Abacus has been providing cutting-edge business ideas to help companies transform their dreams into reality for more than 27 years. Abacus offers client's cost-effective and agile outsourcing options with the goal of lowering costs while maintaining and improving key market competencies.ⁱ



Really helpful temporary work agency. Does their best to place you in a suitable company. Very friendly helpful team. Would thoroughly recommend.

Credit Controller, Milton Keynes, Buckinghamshire



Accountancy Outsourcing Services (Pvt) Ltd (IT)

Accountancy Outsourcing Services [Pvt.] Ltd. (formerly Ascot Drummond Pakistan [Pvt.] Ltd.) was established in 1998 as a subsidiary of Ascot Drummond. The affiliate, or back-office, in Lahore, Pakistan, was tasked with accounting work from the UK front-offices. Since the internet bubble exploded in 2000 and foreign markets slowed, they reorganized their organization as a back-office contractor, specializing in providing people with the necessary breathing room to concentrate on other aspects of its industry. Aside from accounting facilities, they also have in-house tech and quality assurance teams that specialize in integrating business processes.ⁱⁱ



Akhtar IT Solutions

Founded in 2005, Akhtar IT Solutions collaborates with a variety of businesses to design, develop, and operate application software that supports their market strategies. This is done by the company's Business Consulting, Application Development and Integration, and Application Development and Management services. They work tirelessly to have the right value propositions to their clients in a responsible manner and also have commitment, zeal, and determination to succeed.ⁱⁱⁱ

Alfa Global Solutions

Karachi-based Alfa Global Solutions offers digital services including graphic design, web design and development, social media marketing and SEO. Furthermore, the company also offers IT solutions including software maintenance and development. Other services include information technology consultancy including new mergers, new geographical locations, products and services. Furthermore, Alfa Global Solutions also offer crisis management consultancy services.^{iv,v}



Professional approach, meet deadlines, provide enhanced digital marketing services.

Client Testimonial



AMG Technologies (Automotive)

Karachi-based AMG Technologies is a part of the high-tech industry's field of excellence for subcontractors of main accounts. AMG Technologies, founded in 1979 by Dominique Neveu, has grown rapidly and slowly across its three core businesses by broadening the reach of its regional delivery over time; first globally, then across Europe, and finally across the rest of the world. A subcontractor for key accounts in the high-tech automotive, aviation, defense, pharmaceutical and cosmetics industries, as well as the Agri-food and other various industries, AMG Technologies specializes in manufacturing parts with high added value. Categorically, the services provided by Aciano Technologies include web design and development, search engine optimization, social media marketing, videography, app development and graphic designing.



Aciano Technologies Pakistan

Aciano Technologies is a Microsoft gold affiliate software solutions provider with a track record in providing B2B and B2C online and smartphone apps for clients all over the world. They have managed to build a solid team of software professionals that come from various backgrounds and expand the creative potential of the company.

Aciano Technologies is a customer-focused team that aims to improve industry skills and bring digitization to consumers by bringing their visions to life through lean product growth. As of 2021, clients at Aciano include Suzuki, TPS, Meatees, AFNAM Global and many more. ^{vi} To date it has delivered **300+ Projects**, Published **10+ Apps**, **20+ Industries** and has a **strength of 50+**.

I am very satisfied. They worked with me and adjusted my concern until I was satisfied.

Gambian Talents, Washington

Amazing, beautiful, sophisticated website design with effective and efficient development in a very short period of time.

Michael Oliver



Ascend BPO

Specialized in providing services for the healthcare industry, Ascend BPO provides professional medical billing services, thereby lessening the burden of manual billing tasks. The company uses billing software and also possesses its proprietary system for reimbursements and submittals. Other services that Ascend BPO provides include reporting and analytics, knowledge management, quality monitoring and reporting, workforce management (WFM), strategic planning, real-time speech analytics, outbound dialing, satisfaction surveys, unified communications and business process automation.^{vii}

BPOxperts

BPOxperts is a company that specializes in customer support and management. Providing almost 6,000 daily calls, 600 unique chats, 1,200 daily mails and 6,500 SM queries, the company provides virtual assistance, call-center support, email support, back office, chat support, custom workforce, social media management and much more. Recently, BPOxperts has partnered with Cars First to manage its telesales services. Previously, BPOxperts has worked with The Chaaye Spot to manage their social media marketing.^{viii}



Cenit Inc

Cenit Inc provides custom IT solutions and other BPO services including chat support, email support, call support, resource management, tech solutions and marketing solutions. Having a team of strong IT professionals, Cenit Inc has clients in travel & hospitality, technology, communications & media, real estate, financial services, retail and education.^{ix}

We never have to ask them to do something twice, and they're an overall joy to work with.

Enterprise Account Mgr., Marketing Automation Software Firm, Texas

They still maintain high quality in their main duties while being versatile.

Sean Keating, Retail Supervisor, TVape, Canada



Efficise

Karachi-based Efficise provides Virtual Assistants to anyone who requires them at home, work or whilst traveling. Some of the tasks that the company's VA's can manage include scheduling appointments with your doctor or hair stylist, compare items and checking product availability and others. Clients can purchase tasks with a subscription model, such as, 5 tasks for \$20 a month. Subscription plans allow clients to choose priority tasks, recurring tasks and progress tracking.^x



From all the ones I have worked with, Efficise offers the best value for money. The VA's they work with are knowledgeable, responsive and I find their online platform for giving tasks extremely easy to use and to follow up upon.



Lien De Pau Founder at Zeker Van Haar Zaak Flanders, Belgium

Stone Shed

Stone Shed provides a variety of services in the BPO industry including reporting, voice-over, workforce management, customer support, sales and growth, bookkeeping, software development, IT solutions, e-commerce management, medical billing and data entry. Notable clients at Stoneshed include Indra Energy, Allstate, State Farm, Aetna and others.^{xi}



We are providing specialized expertise in managing and scaling customer services to different countries such as America, Canada, Australia and many more.



Stone Shed

82 Solutions (IT)



82 Solutions is a prosperous next-generation IT firm that helps businesses take the next step forward by providing innovative technical resources and specialized growth assistance. The company has been creating digital technologies for businesses seeking to improve their online presence for over 8 years. Categorically, the services provided by 82 Solutions include web development, App development, boosting e-commerce sales, brand

creation and identity and digital marketing.^{xii}

Scale Mill

A B2B SaaS sales and lead generation company, Scale Mill offers its clients the service to connect with potential brands and customers to reach their sales targets. Categorically, the services that Scale Mill provides include outbound prospecting, client acquisition, lead generation, customer relationship management and support.^{xiii}



I highly recommend ScaleMill! We've been working with their web research team and are very satisfied with the results. They deliver accurate data on time!

MIRIAM SPLETTS - COO bookingkit GmbH



Premier BPO

Lahore-based Premier BPO is one of the leading Pakistan BPO companies. Offering back-office, contact centre, IT and software services, they deal with a vast range of industries including software support, telecommunications and media, logistics and trucking, healthcare, finance and e-commerce. In 2020, Premier BPO stood second in the top BPO companies list, published by Clutch.^{xiv} The company has been able to expand its operations to China and the Philippines.^{xv}

We are coming up on 2 years with Premier BPO as our solution provider for dental office services. All of us here at Dental Office Support want to thank you for the outstanding service you have provided. Your team consistently exceeds our expectations and has enabled us to shift more workload your way than we had anticipated was possible within our service protocols. As you know, that increases profitability on our end. PBPO's professionalism, can-do attitude and focus on continual upgrade training has resulted in a very favorable impression from our clients. In turn, this has led to larger shares of their business and increased referrals of new business. Our success in more than doubling our client load since the pandemic shutdown of last April is really the story of your success. Thank you again for all you do and for the bright future ahead!"

Steve Cartin, Owner, Dental Office Support

Hybrid TechSol

Founded by Fahad Mahmood and Umair Tahir, Hybrid TechSol focuses on providing cutting-edge technology solutions to businesses. These include digital marketing strategies, SEO services, UI/UX design, web development and app development. ^{xvi}



We're very happy with Hybrid Techsol who are very serious and consistent in their work. Umair and his team of programmers have always been there for us all the time. This is a company I can recommend to anyone to perform any work.

CEO, Lavish Beds & Mattress



Tribe Consulting

Tribe Consulting has been established since 2014 and provides a range of BPO services including live chat support, software development, infrastructure services, offshore recruitment, office virtual assistant and mobile app development. As of 2020, Tribe Consulting has 2000 specialists and caters to 15000 Calls Per Day, 15000 Call Reports/Month and has achieved 98% Of Campaign Success. ^{xvii}

The performance by you and your associates has been outstanding in every regard. We appreciate your professionalism, your sensitivity to our needs, and your desire to achieve completed projects on time and within budget.

SenseFlow, UAE

Matech Consulting & Outsourcing

Specialized in web and software development, Matech Consulting provides back office, financing and accounting, ecommerce solutions, website development, mobile development and custom software development services to businesses. Some of Matech's notable clients include Hum Mart, Telemart, Townsend Security, Data Recall, Times Digital Group, Mobil, Total, Polaroid and many more. Matech also provides last-mile delivery solution for a business known as "Tracify".^{xviii}



Span BPO

Headquartered in Islamabad as one of Pakistan's leading BPO companies, Span BPO provides a number of services including back office, custom workforce, customer service, quality assurance, technical support and recruitment. As the organization established itself as a well-reputed BPO organization, they also expanded its footprint into providing training and development in BPO. Span BPO also provides

courses and trainings in ecommerce, digital marketing, call center and web development.^{xix} To date, 4313 students have trained in 17 different courses.

Ideas Unlimited

Ideas Unlimited has over 10 years of experience in the BPO industry. The organization provides ecommerce, call center, virtual assistance and operations services. Furthermore, they also provide human resources, marketing, customer support and financial services, hence taking care of their client's business needs holistically. Through its virtual monitoring platform, clients can access the progress report of their remote workers through screenshots, activity levels, app and URL usage and other KPI's.



Since hiring Ideas Unlimited, I was able to tackle many other areas in my business.

Danekia Smith, CEO, Real Estate Company, Louisiana

Work

Established in Islamabad and based out in Florida, Work provides cutting-edge solutions including pay per call, digital marketing, call centers, customer service, sales, insurance, home security, final expense, warranty and others. As of 2020, Work is dealing with high profile clients in 4 locations and a headcount of 500 and is generating 40,000 transfers per month.^{xx}



Ibex

Ibex Pakistan specializes in customer services and management. The solutions provided by Ibex are vast which include worldwide customer experience, feedback analysis, digital marketing and demand generation, fintech and utilities services. Wave X by Ibex is a digital suite that which offers several toolsets for digital marketing, customer interaction management and customer and data intelligence. As of 2021, the services of Ibex are spread across 45 countries and deals with almost 1000 customers per second. The first VOC platform was pioneered by Ibex for the automotive industry.^{xxi}

ePlanet Communications Ltd

Founded in 2003, ePlanet is a comprehensive communications services provider that offers solutions related to inbound and outbound sales, direct response trials, digital marketing, data entry and management and tech-enabled solutions. Over the years, ePlanet as landed large clients including Walt Disney and Virgin Mobile. EPlanet offers its solutions to several industries including Direct Response Trial, Healthcare, Financial Services, Energy & Utilities, Ecommerce & Retail and Travel & Tourism.^{xxii}





Folio 3

Folio 3 is a software development company that provides innovative solutions to businesses whether they are a fortune 500, an enterprise or a small but fast-growing business. The company develops web and mobile applications, provides digital marketing services and e-commerce platform development solutions. Folio 3's portfolio is vast and includes Pakistani and international clients. Some notable international clients include Standard Chartered, Colgate, Sony, Meeting Mogul, Hiplink, The Original Beauty Blender and many, many more.

The Resource Group Pakistan

Karachi-based The Resource Group (TRG) Pakistan was established in 2002. TRG works in the investment, acquisition and management of operations in the Business Process Outsourcing industry. The organization also provides Artificial Intelligence, Data Science and Machine Learning services to large corporations that are looking to increase their profits. Furthermore, TRG also works in the medical insurance sector. Currently, the organization has an employee base of over 6000.^{xxiii}



RemoteBase

Pakistan-based RemoteBase allows companies to access engineers remotely through recruitment, onboarding, coaching, hiring and courses. Organizations can connect with RemoteBase to hire talent for specific projects or hire experts and professionals on a contract basis. In 2021, the organization raised \$1.4 million in a seed investment round led by Indus Valley Capital.^{xxiv}

Working with RemoteBase is like magic. One of the most impressive things about this company is how quickly and efficiently it operates. I had a team of skilled and like-minded engineers assembled and ready to work, within a day! Since a day 1, that team has managed to stay consistent and on top of their game. Really happy with the work so far!

Pablo Montaya, Spacetricks

Elixir Technologies Pakistan

Based in Islamabad, Elixir provides products and services across the globe to automate content and communication processes. In 2016, Elixir won the P@SHA ICT Award for Application Tools and Platform. The company's running product is the Elixir Tango, which provides seamless communication and engagement outcomes. Elixir Tango has similar features to the software that are used on a daily basis, such as Microsoft Word which makes the adaptability to the platform easier ^{xxv}.

Elixir has over 65 positive reviews for their platform on Gartner Peer Insights.



Sybrid

Launched in 2008, Sybrid is currently serving in three countries; Pakistan, the UAE and the USA, catering to a diverse array of customers including those from the local and international food chain service delivery, internet service providers, technology, fashion and apparel, media and publications, telecommunications, banking, FMCG, media, healthcare and market research. Sybrid has also been awarded ISO 20000-1:2018 Certificate for maintaining international standards for its services. The organization has worked with some of the finest clients including McDonalds, K-Electric, Dominos, Colgate and Unilever. For McDonalds, Sybrid was awarded for processing the highest number of orders in a day for a branch in comparison to its previous track record.

I would say the one thing that stands out about my experience with Sybrid MD is the patience and flexibility of the account management and billing team. They have been willing to train me, and on occasion re-train me, on different aspects of the billing services whenever I have needed it. They have been flexible in developing solutions that work for the uniqueness of our business. I would recommend Sybrid MD to any sized medical practice large or small.

Andrea Mory, Practice Administrator

THE FUTURE OF BPO

Globally and in Pakistan, BPO has grown tremendously and is here to stay. Particularly in Pakistan, the quality of work, the range of services provided as well as client success stories have positioned the country as a BPO hotspot for international clients. Furthermore, with training services provided by established BPO organizations ensures that the new pool of BPO vendors will focus on innovation, diverse skillsets, quality, excellent work ethic and timeliness. With digitalization and added investment and innovation in security and task monitoring platforms in real-time, the reliability on BPO vendors is also ascertained. The industry is also an opportunity for Pakistani's who want to switch gears from traditional methods of professional work and move into something more deliverables based, usually from the comfort of their homes. BPO vendors are now realizing the demand of AI, Machine Learning and Data Science and are training their staff to expand their operations within these fields. Hence, BPO is here to stay and is continuing to grow and thrive in Pakistan. The industry vertical is also providing ample employment opportunities to a country that is currently fighting low employment rate owing to the pandemic.



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ABOUT THIS INDUSTRY ROUNDUP

Pakistan Software Export Board developed this paper by hiring services of an independent consulting firm to prepare this roundup on Pakistan's Business Process Outsourcing sector. The paper focuses on Pakistan-based companies in this vertical and appraises the reader of the expertise available in Pakistan in the Business Process Outsourcing domain.

DISCLAIMER

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