

EPlanet's Assad Khan Offers Strategies to Thrive as a BPO in the New Economy

New economic policies and the rise of automation will drive changes in the BPO industry. Khan urges BPO firms to invest in automation and education.

(Salt Lake City, UT) February XX, 2017 - With an industry revenue of just under \$100 billion in 2012, which is expected to grow to \$220 billion by 2020, BPO (Business Process Outsourcing) has become an integral part of the global economy.¹ While information sharing via the cloud has made BPO easier and more accessible for businesses worldwide, the current political climate is offering some resistance to the industry's growth. In the United States, for example, proposed policies would increase tax burdens on companies with overseas operations. Likewise, in the United Kingdom, Brexit may decrease or eliminate incentives to outsource with other European countries. These new economic policies from major global players may have a significant impact on the BPO industry.

"Before raising an alarm, it is important to note that the BPO industry is always evolving," comments Asad Khan, Founder of [ePlanet Communications, Inc.](#), a global business process outsourcing (BPO) provider. "It is true that the BPO industry will be very much affected by proposed protectionist policies, but the industry still offers a tremendous opportunity for companies to grow their business. Outsourcing offers a high return on investment and the freedom to concentrate on one's core competencies. I would advise BPOs to embrace the changes and invest in strategies that will help them stay relevant."

For one, Khan suggests BPOs invest in the growing trend to automate certain services with robotics processing automation (RPO). RPO involves the use of software to perform repetitive and rules-based processes.² RPO is cost effective and can make auditing and regulatory compliance much easier.² In a wealthy country, like the US or UK, RPO costs about one ninth of the investment of hiring a Full Time Equivalent (FTE) person.² In an offshore environment like India, RPO still saves about one third of the cost of an FTE employee.²

Khan emphasizes that offering BPO as a service, rather than using a FTE model, will also help BPO firms in the new economy.³ The old FTE model, where a company might replace American workers with foreign workers on a one-to-one basis, makes it easier to point to an outsourcing provider overseas as stealing US jobs.³ Providers of services are harder to target.³ Plus, BPO providers are more likely to innovate as they are forced to develop new ways to target customers outside of the traditional multiyear BPO contract.³

"BPOs need to stay ahead of competition to survive," adds Khan. "Investing in RPO will help save on operating costs. These savings, in turn, can be passed on to customers making you more competitive. Offering BPO as a service will drive creativity while firms look to find solutions outside of a giant labor pool. Meanwhile, human capital is still important to handle

tasks that are too complex to automate. Staff can also be further educated to handle more advanced operations.”

Pricing will not matter as much for firms providing staff with analytical problem-solving skills, advanced cognitive abilities and technical skills.³ Thus, offering a highly intelligent and skilled workforce will provide the apparatus to work within the new global economy and allow smaller firms with the opportunity to compete with Fortune 1,000 companies.³

Khan adds: “Successful BPO companies will be looking for people with good soft skills in addition to their hard skills. I want people who are proactive and solve problems. In a call center, for example, I want someone who can think and react beyond the script we give them. This is the sort of person I can train and develop a career path for.”

1. Kimmel, Jordan. "Getting A Piece Of Business Process Outsourcing." *Forbes*. Forbes Magazine, 22 June 2015. Web. 10 Feb. 2017.
2. Burgess, Andrew. "How Robotics Is Changing the Face of Business Process Outsourcing." *Robohub*. N.p., 7 Jan. 2015. Web. 10 Feb. 2017.
3. Moss, Loren. "In 2017, Outsourcing Providers and Customers Must Adapt to Evolving World." *Finance Colombia*. N.p., 24 Jan. 2017. Web. 10 Feb. 2017.

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