



# Choosing the Right Business Service Provider (BSP)

White Paper



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# Introduction

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Businesses undergo change and companies that strategize and react to these changes promptly, are the most successful. Advances in technology and the Internet are major contributors that have reshaped business in to what it is today. Competition has increased tenfold, while globalization has created huge markets for companies.

Globalization is merely a catalyst to growth. Companies need to grow exponentially, and require the resources to do so. They need to curb expenditures on noncore business practices, and keep up with the competition from local as well as global companies. This is where Business Process Outsourcing (BPO) plays an active role in solving the problems of noncore business functions.

## Why Outsource?

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Outsourcing plays a major role in increasing productivity and reducing costs. This has initiated the need to outsource noncore business practices to Business Service Providers (BSPs). BSPs are able to provide quality service by integrating the entire network and bridging the gap between customers and suppliers. Thanks to outsourcing, organizations can focus on their core business and reduce operating costs significantly.

## What Can Be Outsourced?

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Identifying noncore business functions is critical in determining the area that needs to be outsourced. This is most often a tough job since most business functions are interconnected very closely. The main task is to identify and separate them, which is typically done by the top management. Some of the major areas that may be determined as noncore business functions are:-

### **Supply Chain Management**

Warehousing/Inventory, Direct Procurement and Transportation logistics are the core functions in the supply chain.

### **Operations**

The operations chain includes Quality Control, Research and Development, and Contract Manufacturing.

### **Business Administration**

Administration, Finance, HR, Billing, and Payment Services fall under the core business administration process.

### **Sales, Marketing and Customer Care**

Customer Selection, Customer Acquisition, Customer Retention, and Customer extension are the key areas and critical to customer satisfaction an organization needs to carefully identify each of these areas and the amount of focus they require.

# Evaluating Outsourcing Alternatives

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Organizations need to evaluate the services of a BSP in order to outsource the noncore functions. In a market so strongly driven by buyers, demand outnumbers supply. To address this, an organization has a few options.

- Opting for a Business Service Provider
- Create a market strategy
- Set up a partnership in order to acquire the necessary capital for outsourcing
- Aim at choosing an existing supplier to create a joint venture.
- Share all risks and rewards with a supplier.

## Opting for a Business Service Provider

Once an organization identifies a BSP with the much-needed skills to handle their BPO functions, direct negotiation is all it will take to determine the right BSP. This will help the company initiate the outsourcing process faster. In case of a scenario where the processes to be outsourced are specialized, outsourcing services may cost a premium that a company might not be able to bear.

## Create a Market Strategy

Companies may be tempted to setup captive outsourcing subsidiaries. For this, the management ought to have a clear understanding of outsourcing and the necessary capital investment. This model may fail if the management concentrates on their core business functions rather than noncore areas. Lack of support from senior management, lack of funds and any vision will also hamper any success.

## Partnership

Companies need to find BSP partners who have delivered results with related processes. This allows outside capital and new processes into the company. Forming a partnership with a BPO works well in this scenario since the BPO understands the outsourcing model better. The other option to look at is a Joint Venture.

## Joint Venture

A joint venture with an existing supplier or a well-established BPO player will enable a company to outsource its noncore activities. Strong governance is vital in this kind of venture. Any conflicts could jeopardize this sort of agreement.

## Sharing all Risk and Rewards with a Supplier

A supplier can help a buyer achieve the goals of decreased costs and quality service more rapidly. Here the buyer can earn a portion of what the supplier brings to the market. Private equity firms and companies with the necessary skills and core processes that are well oiled are eager partners in outsourcing.

# How to Choose a BSP?

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Selecting the right business service provider is the most critical factor that determines the success of an organization. It is essential to scrutinize the track record of the BSP. Their operational style should be able to blend with the organization's style of functioning.

There is no hard and fast rule to judge the effectiveness or worthiness of a BSP. However, a few elements worth looking at are: -

## **Maintaining a Balance between Standardization and Customization**

Customization of a process is important, but the concerned BSP ought to be able to balance this with standardization also, lest they lose focus on client needs. Technology alone cannot be the contributor to success.

## **Long Term Financial Stability**

A BSP that is strong financially is most capable of producing the desired results. A BSP needs to make major investments in their service centers, experienced and expert personnel as well as Enterprise Resource Planning (ERP). A solid presence with centers across a wide area and the ability to maintain them is a must.

## **Identify Flaws**

The BSP needs to be in a position to identify weak areas and have a strong plan to counter such flaws. The BSP must have the necessary skills to determine the scope of these problems and implement new processes during the course.

## **Best Technology Platforms**

An ideal BSP needs to have a solid technology platform, the key to success. The ability to establish and build a robust human element to their delivery model is essential. Their call center, service center, and change management teams should conform to the highest standards.

## **Security**

If information falls into the wrong hands, it can lead to fraud or identity theft. Data is a sensitive issue and a BSP must have a sound data security plan.

## Why Outsource to India?

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India, being a vast country, has one of the largest talent pools of English-speaking professionals that have the required skills and are computer literate. A 12hour time difference with the USA and 5hour with UK is ideal for a shorter turn-around time 24x7. The cost of hiring well-qualified personnel is significantly low compared to several countries, while a stable economy and legislative framework are conducive to outsourcing.

## Think Telegenisys – Your Preferred BSP

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Telegenisys India Pvt. Ltd is primarily focused in providing a full spectrum of BPO Business Process Outsourcing Services in the following areas.

- Data entry (PDF to data conversion) applying policies.
- Data entry + Database creation
- Document Sorting and Scanning
- Status Calls for record retrieval
- Web Research for editorial calendars and articles
- Content Development for electronic and print media
- Technical
- Market Surveys
- Telemarketing for B-B products
- Telemarketing for B-C donations and funding
- Technical writing
- Catalog and infomercial sales
- Insurance claim support
- Accounting for small business
- Infomercial Sales

Telegenisys is not just a Business Process Outsourcing provider but also a reliable partner who promises to make valuable difference to its clients' business.

## What we do?

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Telegenisys offers full spectrum of BPO, Call Center Services which allows us to address diverse customer needs and deliver an integrated, one stop solution. 90% of our customers work with us across service lines, using the depth and breadth of our offering to align IT strategy with evolving business needs

## The Telegenisys Advantage

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A well-implemented and prioritized remote outsourcing strategy could make the crucial difference to your need for:

- Achieving productivity gains
- Shortening innovation cycles
- Enhancing customer intimacy
- Entering new markets

As a truly integrated BPO Business Process Outsourcing partner, Telegenisys brings to the relationship the relevant domain knowledge, quality, qualified and skilled resources and financial stability to manage and improve your mission critical processes.