





COUNTRY AND ECONOMY

With a billion people, the Republic of India is the world's largest democracy. With a population nearly four times that of the United States, India modeled its government on the British parliamentary system,

India now leads the world in offshore outsourcing - the remote servicing of information technology (IT) or other business processes by staff based in India.

The value of outsourcing to India in 2008 exceeded \$53 billion, more than ten times what it was worth back in 1998.

The outsourcing sector has become a very important part of the overall economy of India, creating growth and new wealth in a country that has only enjoyed economic liberalisation since the early 1990s.

IT and business process outsourcing (BPO) services now account for 5.4% of India's gross domestic product (GDP), and have had a huge impact on cities such as Bangalore and Mumbai.

OFF-SHORE ADVANTAGE

The following are the key factors that contribute to India's position as a preferred destination for offshore outsourcing:

- Availability of large talent pool
- Significant cost advantages
- Fast turnaround time

An excellent example of a company that has achieved cost savings by off-shoring to India is General Electric (GE). After off-shoring its BPO operations to India, GE found a reduction of 25 percent on its labour cost.

SERVICE CENTER DESCRIPTION

Simpro has service centers in three major cities in India including: Pune, and Coimbatore. Each of these centers is equipped with state-of-the-art technology and employs trained professional staff and service representatives, able to support our clients in all their outsourcing needs. These centers support the following business areas: Finance and Accounting (FAO), Human Resources Outsourcing (HRO), Retail BPO and Contact Center Outsourcing.

SERVICE OFFERINGS

The service center supports a broad range of outsourced services including: Inbound Services, Outbound Services and Back Office Services.

- Inbound Services: Order Entry, 1st/2nd Level Help-Desk, Hot-line Support, Travel Arrangements and Customer Care.
- Outbound Services: Telemarketing, Telesales, List Qualification, Marketing Research, Customer Satisfaction Survey, Appointment Management and Collections.
- Back Office Services: Data Entry, Application Processing, Accounting and Document Indexing.

FACILITIES

Our service centers are equipped with the best-in-class equipment including: Avaya Definity, Nortel Meridian ACD, NICE Quality Experience Management Cisco IGX, Nortel Passport WAN switches and proven workforce management tools.



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