

If you're thinking of outsourcing, our expert advice will help to make it a success
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during those early days.

In Queensland, and specifically Brisbane, there is a rich pool of Japanese, Cantonese, Mandarin, Thai and Korean natives as well as many native French, Italian and German speakers. And Brisbane's day time is perfect to cover a large part of the world's "out of hours" call centre requirements.

South Africa has experienced a large migration of Europeans in the last 200 years and, although born South African, many nationals have native English, French, German, Dutch or Italian as their home language. With a well established technical infrastructure and competitive cost base,



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IN THE past few years, companies in western countries have been increasingly looking at Bulgaria as an outsourcing destination to increase their quality of service and reduce costs.

With its combination of attractive locations for outsourcing and offshore activities, Bulgaria competes internationally in the top 15 countries. Predictions by the specialists show that the country will retain its top position in the European ranking of the most favourable destinations for outsourcing in the next three years.

Just 10 per cent of them think it will lose ground to rival locations.

The biggest advantages are seen as country's low labour costs, qualified personnel and favourable geographic location.

The most important one of these is the availability of educated labour force with very good language skills – not only in English, but also in other European languages.

The labour cost is six times lower than in the UK and three times lower than in the Czech Republic.

Bulgaria also provides a significant reduction of operating costs– one of the main arguments for outsourcing a business. The transfer of a business function to a third party in a foreign country is related to significant reduction of costs due to the fact that same activities are paid several times less in countries where business is outsourced.

The country's favorable geographic location, small time difference between the two countries (plus one hour) – as well as the similar working hours – attracts a lot of companies that have transferred their customer service departments.

The business environment in Bulgaria is stable and the EU membership is guaranteeing further improvement. The legal framework is harmonised with the EU legislation and the professional level and management skills have significantly improved in recent years.

Jonathan Gladwish, CEO, 60K. jon.gladwish@60k.bg



Well educated staff: a 60K call centre in Bulgaria



South Africa now has a very well established call centre industry.

The United Arab Emirates, where English is widely spoken and accepted, has a proven infrastructure and a well educated workforce and has a commercially astute government and this makes Dubai an obvious choice for call centre operations in the Middle East region.

Suva is the capital of the Fiji Islands with a literacy rate of 94 per cent, relatively high unemployment and first class infrastructure links to the USA, Australia and New Zealand.

What makes a big difference for the provision of English language services is that in Fiji, the language of education is English. This means that Fijians have been speaking English since an early age and carried this through to tertiary education and employment. This has resulted in English language skills which are natural, clear and readily available. Having been a British colony has also contributed to an excellent cultural understanding of the English speaking world and makes for natural customer interaction.

Alan Graham, chief commercial officer, Mindpearl; alan.graham@mindpearl.com

India looks set to remain the leading offshore provider



OFFSHORING is a term that, for many people, has become synonymous with India over the years. After all, it started in India and the IT and BPO export sector has now grown to just over £29 billion – more than half the entire offshore outsourcing industry.

However, size isn't everything.

There a number of other reasons why organisations of all shapes and sizes, all over the world, have decided that India is the best place to entrust their call centre operations.

Perhaps the most relevant is the levels of technical ability that service providers are able to offer. Each year, India's 380 universities and 11,200 higher education institutions produce