

Research Paper**INDIAN BPO INDUSTRY: A RESEARCH BASED ON THE SERVICE RATE AR
CALL CENTRE****ABHISHEK PATERIYA¹**

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ABSTRACT

This paper work looks at the importance of an outsourcing and shows their importance square measure typically improved. By creating a greenhorn model supported literature study, the advantages and risks of outsourcing .These dimensions square measure made public supported the purpose of read of a country. This analysis is to explore the reason that's why western corporations have chosen Asian country for his or her business methodology unit. The factors that square measure supported for Asian country to maintaining its high position throughout this sector square measure mentioned likewise.

KEYWORDS

SERVICE RATE, BPO, ABANDONED CALLS, CALL CENTRE, OPPORTUNITY, OUTSOURCING, EMERGING THREATS.

INTRODUCTION

My operating title of the subject areas is focused on BPO business in India, BPO is committed to offering quality and long term services to its customers. There are mainly three areas where BPO focuses knowledge processing, equipping technology, and reengineering the business process.

The business setting is dynamic change in recent years and has effects on business everywhere the world. The management of varied businesses is searching for the way to reduce the value that the profit may be maximized. Hence several international firms are adopting the outsourcing so as to reduce the value wherever there's less ability. Wipro BPO is one amongst the most important Business method Outsourcing in India. The solutions offered by BPO in India are in the following areas:

- Finance and Accounting
- Loyalty Services
- HR Services
- Knowledge Services
- Procurement

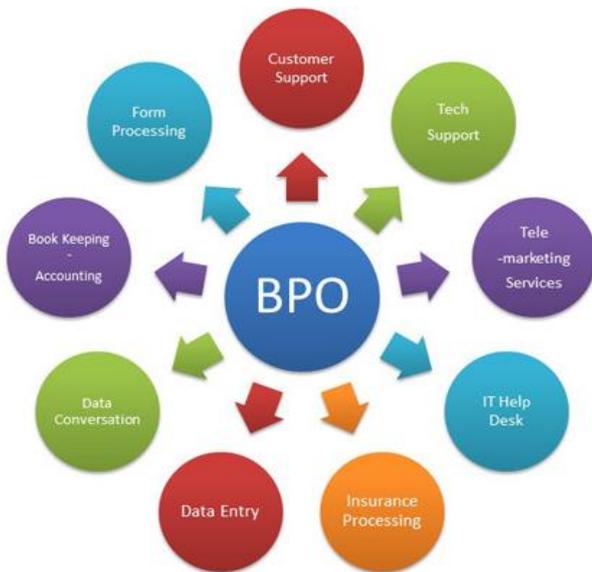
FUTURE OF BPO IN INDIA

India emerged as a hot destination for add recent years. The success is especially because of the very fact that there's a prepared availableness of enormous variety of recourses fluent in English and diligent efforts place in by the businesses in

India that work additional the very fact that Indians area unit well educated and there's humungous body of recourse World Health Organization have graduated in commerce and technology has meant that the story took off right earnest in India. Added to the present truth the demographic favor India, Since a majority of its population is young and below thirty years of age. This is thus known as demographic divined whereby a rustic that's vernal reaps the fruits of getting a labor which might be broach into. all these reason have conspired to bring that a few revolution within the approach Indian sector has performed. but things aren't to be } all that hunky dory since several different country in Asia seem to be enjoying catch up with Philippines rising as a viable alternate to India .one of the explanation for the competition is that the wage differential that India had over the west is eating away since the business is maturing and thence wages of the personnel area unit rising. This implies that different low value rival just like the Philippines will faucet into the advantage over the India. Additional there's an exact level of saturation that has setup in India with the law dim shining returns returning into play. These issue means India has got to be careful for competition from different countries in fact, there are a unit sure steps which will be taken to arrest the decline and chase away the competition.

ROLE OF CALL CENTRE IN BUSINESS PROCESS OUTSOURCING

Call Centre performs that part of a client's business which involves handling telephone calls. For example; might handle customer complaints coming in over a telephone. BPO Organization is responsible for performing a process of another business organization. BPO is a much bigger conception than a call center. But, a call center can be considered a BPO organization.



A BPO serve many more services like Data entry, IT outsourcing service, KPO services, and HR & Payroll services. But call centre play an important role in business process outsourcing. A call centre or call center is a centralized office used for receiving or transmitting a large volume of requests by telephone. An inbound call centre is operated by a company to administer incoming product support or information enquiries from consumers.

QUANTITATIVE ANALYSIS

Usually, a service level is that the proportion of incoming calls that are Associate in service provide (live) by an agent inside a stipulated frame of your time. as an example, a service level of 90% in an exceedingly call centre means that nine out of each ten phone calls are answered by the agents before the united closing date expires (say twenty seconds). As per business best practices, service level ought to generally take into thought the abandoned call.

Service level may be a useful gizmo to extend productivity and confidence among agents. Once measured systematically over time and outlined clearly, it will change data-driven business selections to be taken. Several businesses, however, expertise some confusion concerning the way to live the service levels. Below are some steps that companies will take, once measurement service levels for his or her decision centers

The following data is collect in day shift at Wipro BPO call centre. Service level in call centre varied according to problem of caller. The ideal service level range is 70 to 85%.in this research data have collected randomly in random shifts.

Let us consider service level target is to achieving is 80% of the calls in 1 minute

Total calls answered in one minute = 2000

Total calls abandoned in one minute = 120

Total call answered within 40 seconds = 1760

Total calls abandoned within 40 seconds = 40

Total calls abandoned after 40 seconds = 80

Total calls abandoned within 10 seconds = 20

Formula#1

Service Level = $\left\{ \frac{\text{Total calls answered within threshold} + \text{calls abandoned within threshold}}{\text{total calls answered} + \text{total calls abandoned}} \right\} * 100\%$

This calculation takes all calls into consideration; however, calls that abandoned within your service level threshold count positively, meaning they help increase your service level percentage.

Example: $(1760+40)/(2000+120)*100\% = 85\%$

Formula#2

Service level = $\frac{\text{Total calls answered within threshold}}{\text{Total calls answered}} * 100\%$

This formula ignores calls that abandon. Clearly this is NOT an accurate reflection of what is going on in the center and is not one I would recommend, nor would any other people I work with.

Example: $((1760)/2000)*100\% = 88\%$

Formula #3

Service Level = $\frac{\text{Total calls answered within threshold}}{\text{Total calls answered} + \text{Total calls abandoned}} * 100\%$

Here you are given "credit" for all the calls you answered within your service level threshold and all calls that abandon will affect service level negatively, regardless of when they abandon.

Example: $((1760)/(2000+120)) * 100\% = 83\%$

Formula#4

Service Level = $\frac{\text{Total calls answered within threshold}}{\text{Total calls answered} + \text{Total calls abandoned after threshold}} * 100\%$

Here calls that abandon after the threshold affect service level negatively. Call that abandon before the threshold do not affect service level.

Example: $((1760)/(2000+80))*100\% = 85\%$

Formula#5

Service Level = $\left\{ \frac{\text{Total calls answered within threshold} + \text{calls abandoned within a shorter amount of time than the threshold}}{\text{total calls answered} + \text{total calls abandoned}} \right\} * 100\%$
This formula uses a threshold to account for "short calls." For example, if your threshold is 20 seconds, here you would say that calls that abandon before that time will count positively towards service level.

Example: $((1760+20)/(2000+120))*100\% = 84\%$

RESULT

So after this research I have found the following conclusion, which improves the service level of any call centre in a positive manner. Sometime higher service level does not fulfill the company goal. For example in formula 2&5, here we can see that actual service rate is equal or higher than the desired service rate, but at the same time feedback rate is negative. Negative feedback means no. of abandoned call is more, which tends to the negative feedback.

The result have been concluded after the research as follows

S. N. O.	Formula/method no.	Desire d service Level(%)	Actual service Level(%)	Conside ration of abandon ed calls	Feedback
1	Formula#1	85%	85	YES	Positive
2	Formula#2	85%	88	NO	Negative
3	Formula#3	85%	83	No	Negative
4	Formula#4	85%	85	NO	Negative
5	Formula#5	85%	84	YES	Positive

CONCLUSION

BPO service has potential to create a million jobs a year of India growing army of graduates. Web based model will defend the future thereby throwing up more and more opportunities for

outsourcing operations that will be manage remotely.

Thus there is no depth of jobs in the industry that is fast growing and has no age bar if you are willing to works in shifts, based on the individual company needs. The BPO industry in India is slated to grow at 30% annually for the next 3-4 years.

An approximate 10 000,00 people are working in this promising and growing industry, many BPO companies are taking in at least 5000 peoples every month .more and more BPO companies are coming in India and set up their shops. the number of people joining the bandwagon is growing by the day.

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