

Global Outsourcer Case Study

Situation

This BPO organisation had grown very successful operations in India, Philippines and the United States providing off-shore services to a number of UK blue chip organisations and wanted to be able to provide UK on-shore services for existing and new clients.

They had been successful in capturing a large UK Mobile contract and were planning to open a contact centre in South Yorkshire. Obrar was asked to provide some UK contact centre expertise and it very quickly became apparent that the financial business plan did not stack up.

Action

Obrar identified that Northern Ireland would be a more sensible location to develop an on-shore customer service operation (good accent, low cost versus mainland, and big inward investment grants available for the right business case). We were able to negotiate an inward investment grant for circa £9m to create 1000 jobs (public knowledge).

Results

Our consultant undertook due diligence and identified Belfast as the ideal location for the mobile operator and the establishment of this BPO's flagship operation. We found first class premises, negotiated the lease, planned and executed the office fit-out and IT installation within 13 weeks; recruited and trained 450 staff within 6 months for this mobile operator and also a new Internet Service Provider (ISP) Broadband customer service operation. Both of these organisations were very supportive with regard training and development, which they place enormous emphasis on.

This BPO operator won the 2007 National Outsourcing Award for Telecoms for the best practice operation based on this centres delivery in Belfast.

In addition, the BPO operator had established an excellent relationship with the ISP organisation over a number of years and they in turn were very impressed with the BPO's UK plans. Consequently an additional contract was awarded to manage much of their new Broadband technical operations. Our Consultant selected Londonderry as the prime location for a 1000 strong operation. Again our Consultant found first class premises, negotiated the lease, planned and

executed the office fit-out and IT installation within 13 weeks; recruited and trained 500+ staff within 6 months for ISP organisation.

During this programme our consultant was interim VP of Customer Management and their last task was to recruit a suitable replacement for themselves. During this time Obrar has forged an excellent relationship with Invest Northern Ireland the government funded body that is responsible for growing jobs and businesses.

