

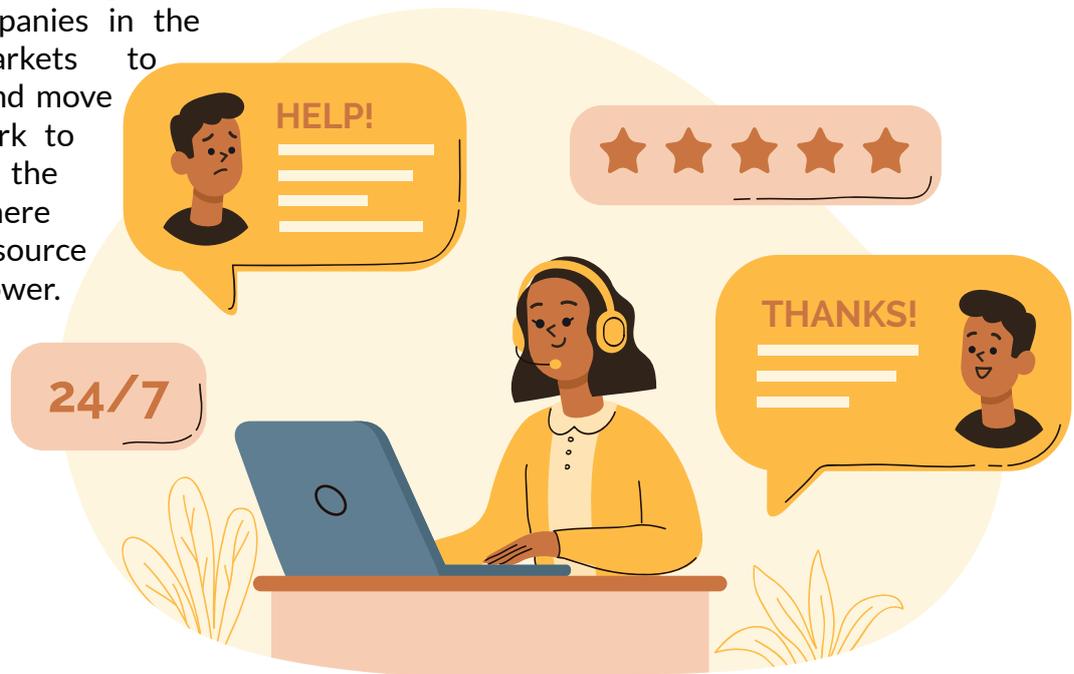
BUSINESS PROCESS OUTSOURCING



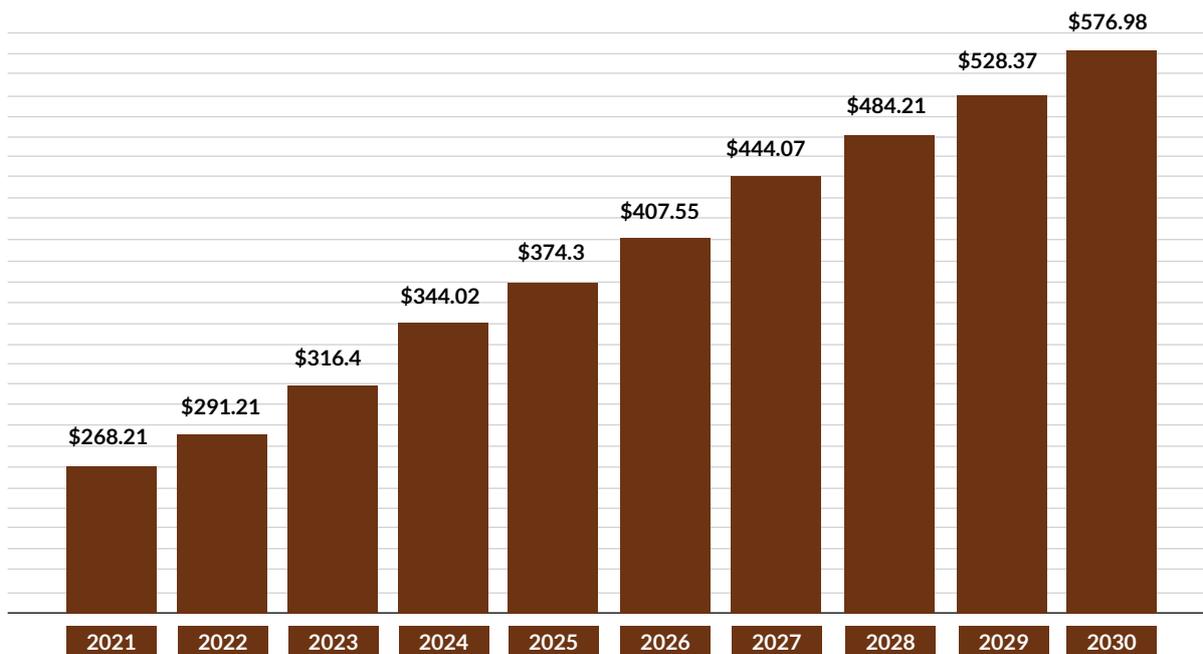
The rise of globalization and advancements in communication technology have been key drivers of the Business Process Outsourcing Industry, creating new growth opportunities especially for developing countries.

It allowed companies in the developed markets to manage costs and move part of the work to offshore sites in the Global South where human resource payables were lower.

As a result, the global BPO industry has maintained an upward trajectory and was estimated to be worth over \$268 billion in 2021 and continue increasing at a compound annual growth rate of 8.9% until 2030.¹

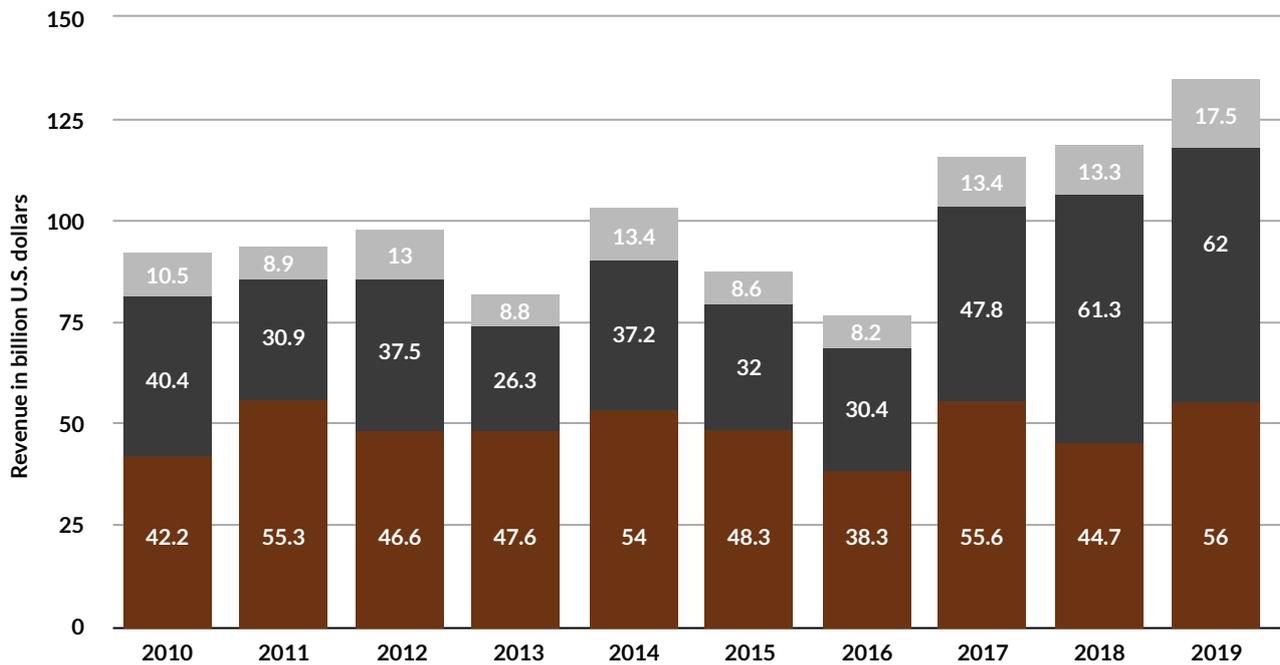


Business Process Outsourcing Market Size, 2021 to 2030 (USD Billion)



Source: Precedence Research

¹<https://www.precedenceresearch.com/business-process-outsourcing-market>



While European and American markets have traditionally accounted for the lion's share of the global BP industry, the Asia Pacific region has lately registered impressive growth. This trend was further accelerated by the onset of coronavirus, which led to substantial gains for leading offshore players, as evidenced by their impressive financial results.²

Though cost-cutting is generally the most important factor in terms of offshoring decisions, with almost three fifths of the business citing as such,³ it can also help companies manage human resource shortages more effectively, which are a major headache for IT companies in particular.⁴



²<https://economictimes.indiatimes.com/tech/information-tech/it-q3-results-infosys-beats-tcs-wipro-with-higher-sequential-growth/articleshow/88865522.cms>

³<https://www.zippia.com/advice/outsourcing-statistics/>

⁴<https://www.forbes.com/sites/forbestechcouncil/2022/06/07/why-you-should-rethink-the-sources-of-untapped-tech-talent/>

The BPO Opportunity for Pakistan

As the fifth largest country with considerable labor cost advantages, Pakistan is naturally positioned to benefit from the uptake in global offshoring activity. A number of fundamentals make the country well-placed to grab a larger share of the market.

For example, the sector has more than 300,000 English-speaking professionals while leading companies such as Teradata and VMware already have established BPO centers here.

Pakistan's IT and ITES Sector



Source: <https://moitt.gov.pk/Sitelimage/Misc/files/Pakistan%27s%20IT%20Industry%20Report-Printer.pdf>

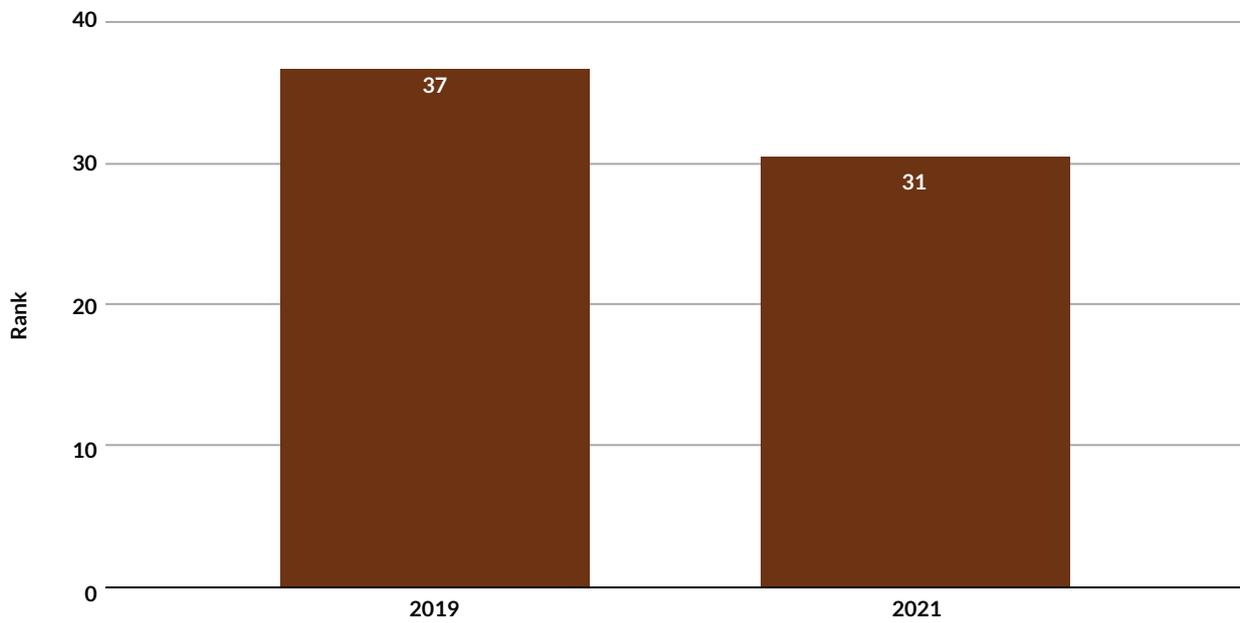
Lately, the country's BPO industry has shown major signs of progress. For example, Pakistan's performance on AT Kearney's Global Services Location Index – which measures and compares the factors that make countries attractive as potential locations for offshore services – as its rank improved from 37 in 2017 to 31 in 2021 – recording a healthy upward movement of six notches.

This was complemented by an increase in the score from 5.09 to 5.36 during the period under review.

Zooming in, Pakistan scored the highest on the financial attractiveness sub-index with a value of 2.90 – putting it second in the 60-member list ahead of all benchmark states and only behind Sri Lanka.⁵

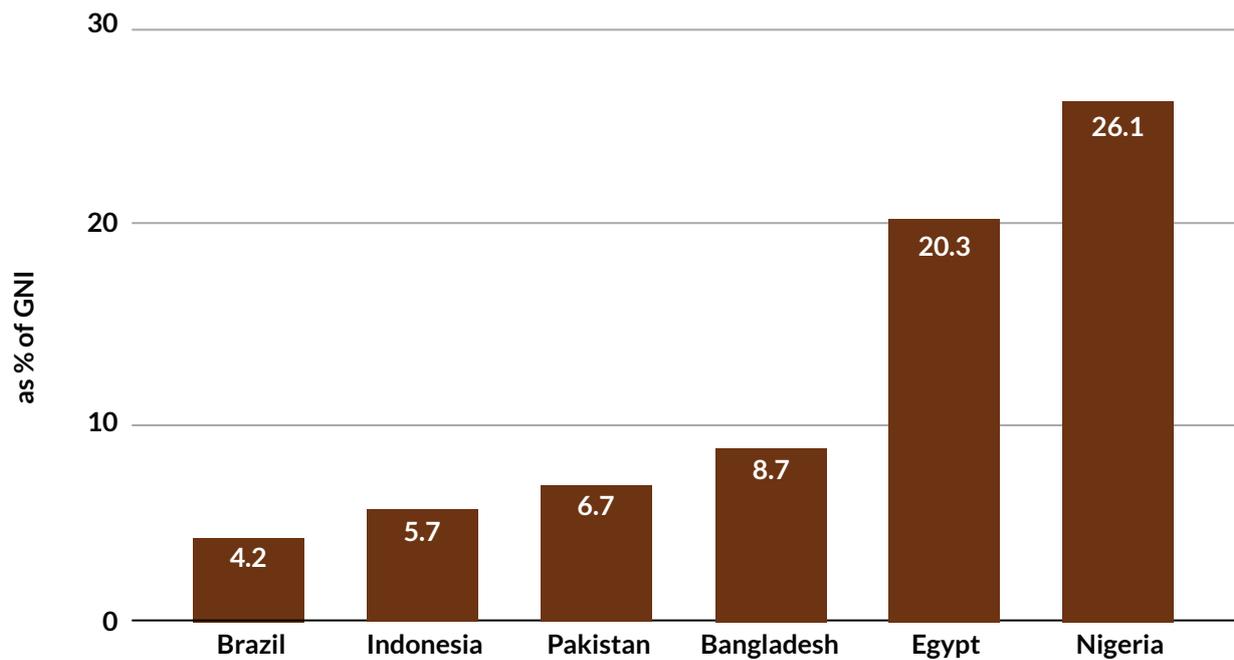
⁵<https://www. Kearney.com/digital/article/-/insights/the-2021-kearney-global-services-location-index>

Improvement in Pakistan's Performance on AT Kearney's GSLI



Source: AT Kearney GSLI

Cost of Business Startup Procedures by Country



Source: World Bank

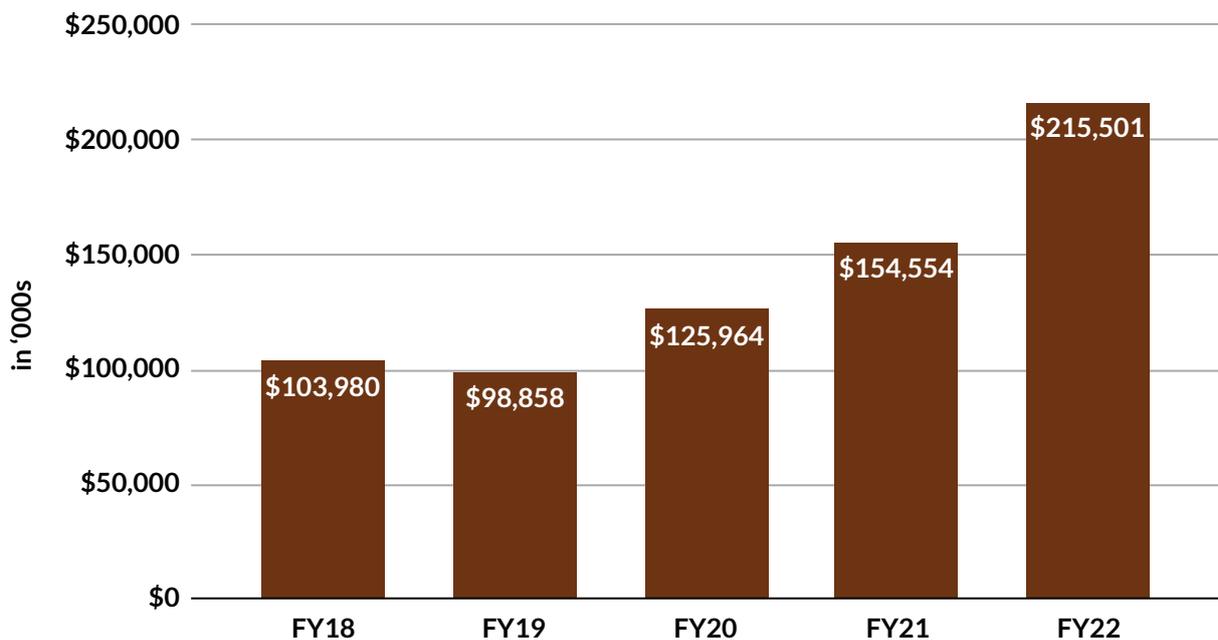
This goes simultaneously with continuous growth in the BPO industry, particularly in the technology sector. Though specific numbers aren't available, the export of IT and Telecom services can serve as a good proxy and show the momentum is picking up. Pakistan's overall IT and Telecom export proceeds have been on a steep upward trajectory - crossing \$2.6 billion in FY22.

Of these, call center exports crossed the \$200 million mark for the first time and clocked in at \$215 million while proceeds from software consultancy services approached \$800 million in FY22.

Combined, these two have increased at a compound annual growth rate of 20.9% since FY18 to reach \$1 billion in the outgoing fiscal year. Beyond IT too, there exists the immense opportunity in offering offshore services.

For example, Pakistan's footprint in "other business services" - which includes research and development, management consulting, accounting, and advertising - is also expanding, realizing exports of \$1.64 billion in FY22

Growth in Call Center Export Proceeds

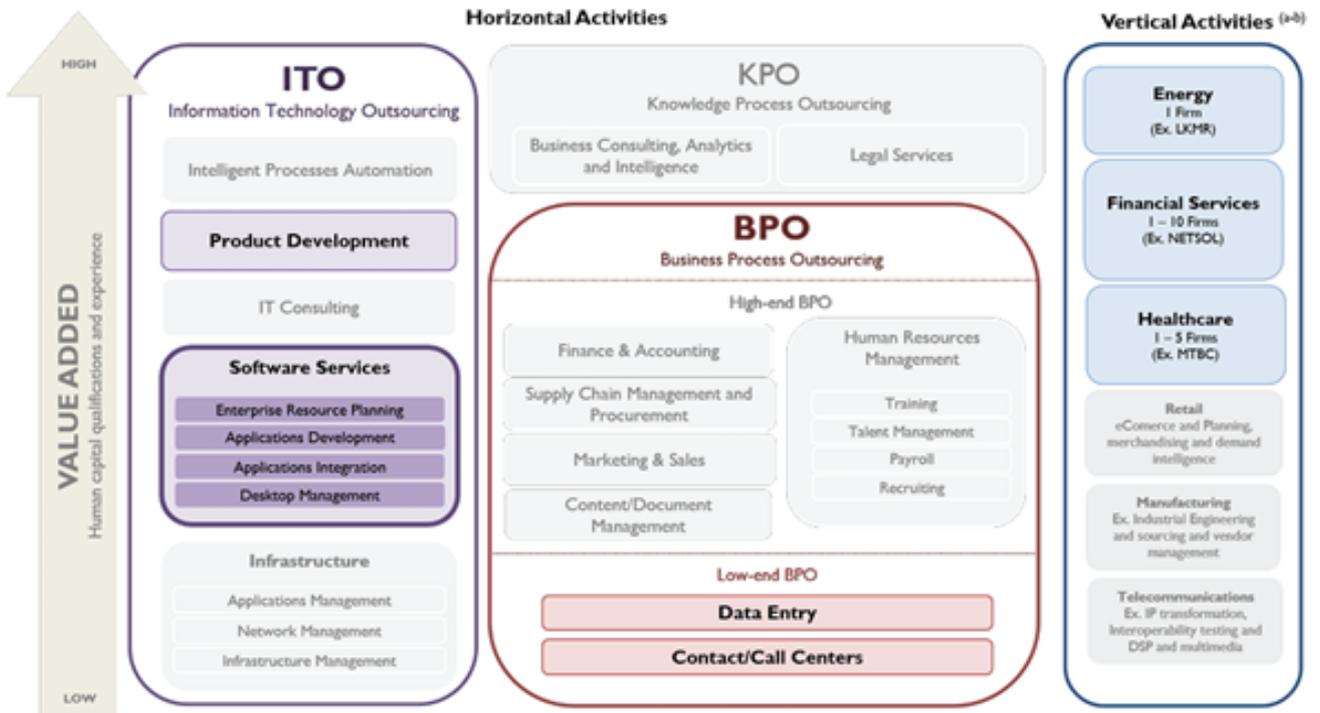


Source: SBP

[Chart (in '000 USD)]

	FY18	FY19	FY20	FY21	FY22
9.2.2 Software consultancy services	287,701	354,397	408,974	554,612	795,480

Figure 7. Pakistan's Participation in the Offshore Services GVC, 2017

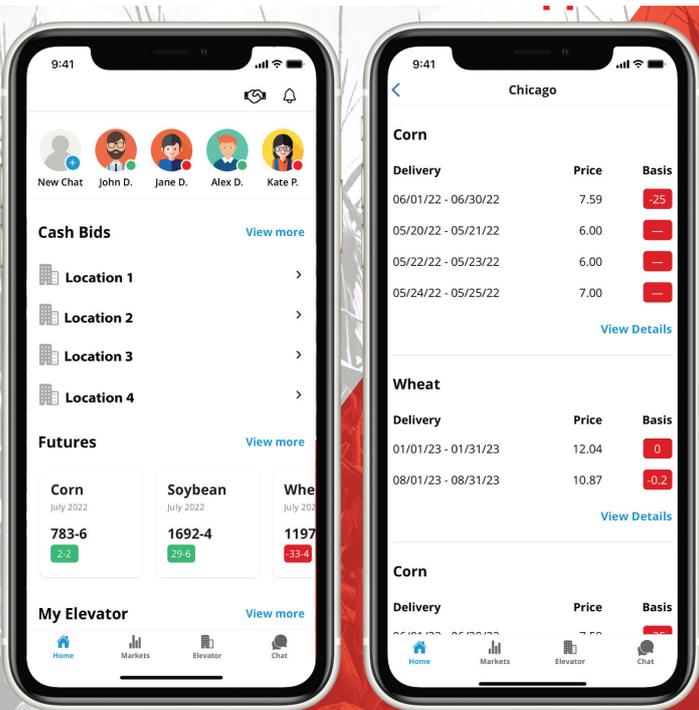


Leading BPO Players from Pakistan



BITLogix

BITLogix was founded in 2008 when two friends joined hands together with a vision to set up a software company with a focus to develop products for the healthcare system. Currently, the company is contributing to diverse industry verticals in tech architecture, emerging technologies, team augmentation, and holistic tech-oriented consulting to enable organizations in adapting modern technologies and practices to reduce costs, optimize processes and maximize ROI.⁶



Jaffer Business Systems

Jaffer Business Systems (Private) Limited is one of the most reputable IT companies in Pakistan, with the motto to solve business challenges with IT Solutions in a creative way. It promotes the culture for excellence, and innovation in its business processes and services. It is this very quest of excellence that JBS has partnered with the world-renowned IT brands such as HPE, HP, Huawei, Oracle, SAP, Microsoft, Vertiv, VMware, and Veeam. F5, Fortinet, Kaspersky, Wallix, Digital Guardian.⁷

⁶<https://www.ebitlogix.com/service/team-augmentation/>

⁷<https://jbs.live/>

OVEXTECH

Ovex Technologies

Ovex Technologies (Pvt) Limited was incorporated in January 2003 as a BPO Company. Ovex Technologies Pakistan (Pvt.) Ltd. was subsequently incorporated in December 2009, with a distinct vision to become one of the region's leading companies in providing IT solution and Business Process Outsourcing Solutions. Ovex Tech Pakistan is now focused on offering IT Solutions to domestic and international customers. Ovex brings a wealth of experience, from fortune 500 companies to FMCGs, the Financial sector to Government Sector.⁸



Technupur

The foundation of our company is laid on the basic principle that "Our Clients are Our Partners" - this drives the organization to keep the focus towards continuous process and product improvement. After working for a different international organization in different senior sales, marketing, operational, and IT Roles, we thought about becoming our own bosses back in early 2018.⁹



OutsourceTel

OutsourceTel is one of the best BPO centers in the region. We offer a 24/7 global helpdesk and three fully integrated state-of-the-art logistically disparate facilities with experienced professionals aiding customers in driving sustainable business growth. OutsourceTel has more than 10 years of combined experience in the Logistics, Dispatching, Transport, Real Estate, Hotels, and Reservation Sector.¹⁰

⁸<https://www.ovextech.com/services/>

⁹<https://www.technupur.com/services>

¹⁰<https://www.outsourcetel.com/>

Knowledge BPO

Knowledge BPO is an equal opportunity employer call center based in Islamabad that offers innovative and dynamic business consultation. Operational since 16 August 2007 and has been actively participating in revenue generation of Pakistan and is hosting about 1000 highly motivated and trained professionals.¹¹



iTribe Solutions

Founded in 2014, iTribe Solutions is a B2B Sales Research company, specializing in On-Demand Prospect List Development, Lead Generation and other end-to-end marketing services to clients worldwide. Our team includes data scientists, expert researchers, and web crawlers with years of experience working with sources like LinkedIn Sales Navigator, Zoominfo, Hoovers, and Crunchbase.¹²



Servixer

Servixer is a rapidly growing, US-based, diverse business services provider serving clients all around the world with loyalty and care. They are a multi-service provider company that can help you achieve the maximum amount of efficiency and performance. Their services are accurate, smart, and innovative.¹³



Converge Digital Solution

Converge Digital Solution is the trusted digital & design service provider for businesses. They provide premium enterprise level business solutions and earned a valuable reputation in the market. Converge Digital Solutions is the Best Software and Website and Mobile Applications Development Company.¹⁴

¹¹<https://www.linkedin.com/in/knowledgebpo/?originalSubdomain=pk>

¹²<https://itribesolutions.com/about-us/>

¹³<https://servixer.com/about-us/>

¹⁴<https://www.linkedin.com/company/converge-digital-solution/about/>



Express Solutions

EXPRESS SOLUTIONS is a leading global Business Process Outsourcing (BPO) company. EXPRESS SOLUTIONS 'extends the enterprise' of some of the world's best brands by providing vertical-led solutions for Healthcare, Information Technology, and Telecommunications industries. Their business philosophy is based on building long-term, collaborative relationships – consistently providing business value to their clients and driving opportunities for their employees.¹⁵



HumanTekArt

HumanTekArt provides quick and efficient solutions to the growing need for online businesses and services. They are prepared to offer their clients services of the highest quality and give in-depth advice about their websites and online and offline companies. Their websites are a fusion of original and imaginative concepts and the unmatched talents of their workforce.¹⁶



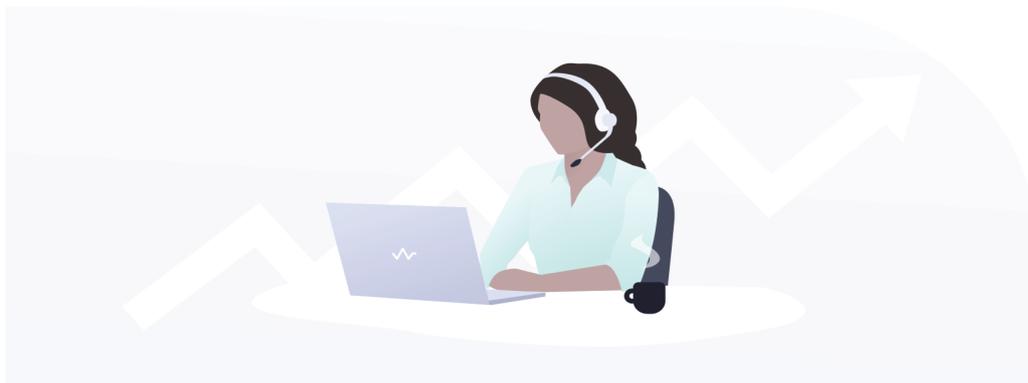
Mint Labs

Mint Labs is a growing digital marketing and eCommerce management firm established in 2017. They specialize in a range of services but concentrate in two specific areas: managing eCommerce businesses on Shopify and offering a host of Amazon account management services to private label brands and manufacturers.¹⁷



Global BPO

Global BPO Solution provides outcome-based services in outbound sales support, lead generation, appointment setting, data cleansing, and social media marketing for their international clients in Australia, New Zealand, the UK, and the Philippines. They also provide consulting services around contact center set up and optimisation.¹⁸

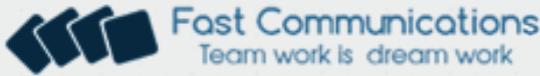


¹⁵<https://www.mustakbil.com/companies/company/76656>

¹⁶<https://thehumantek.com/>

¹⁷<https://www.rozee.pk/company/mint-labs/about>

¹⁸<https://globalbposolution.com/>



Fast Communications BPO

At Fast Communications, they offer their clients custom solutions as a global provider of call center support services. They manage customer care services through the advanced methodology and deep insight to our client's needs to make it easy for the clients. They provide back office processes for organizations in the domain of technical support, telecom, travel, retail, financial services, data and document conversion, and other value additions.¹⁹

24/7 CALL & BPO (PVT) Limited



24/7 Call Bpo

24/7 Call Bpo offers VA services for outbound, and inbound telephone calls, services through Emails, B2B and B2C services for the client, provide first-level help desk support, have a dedicated, well-trained cadre of customer support specialists who are able to consistently provide excellent services delivered in a timely and cost-effective manner.²⁰



Ropstam Solutions BPO

Ropstam comprises highly skilled web developers, mobile app developers, content creators, a social media team, and proficient executives. Their years of experience and expertise have given them an opportunity to become one of the best web development companies. Ropstam is operating in different countries and helps businesses to stand out from all over the globe.²¹



The BPO

They are financial and business consultants providing a diversified range of services for all types and sizes of organizations. Globally modern organizations are focused on strengthening core competencies amidst economic challenges and international competition to develop a cutting edge competence. Outsourcing is a developing Key Trend helping Organizations achieve desired agility and competence.²²



Atlantis BPO Solutions

Atlantis BPO Solutions LLC is a Sheridan Wyoming based organization with back office operations based in Islamabad Pakistan as well. They specialize in Inbound BPO Solutions as well as Web and App development, SEO, digital marketing, and graphics designing. They are open for business with our world class services.²³

¹⁹<http://fastcommunications.pk/>

²⁰<https://www.247callbpo.com/>

²¹<https://www.ropstam.com/about-us/>

²²<https://thebpo.net/about/>

²³<https://www.linkedin.com/company/atlantis-bpo-solutions/>



Fusion BPO Services

Fusion BPO Services Group delivers world-class call center, outsourcing, and customer care services from 10 global centers & 22 Locations in the USA, Canada, El Salvador, Philippines, Jamaica, Albania, UK, and India, Morocco & Colombia. They offer a diverse range of call center services, including garnering potential customers, managing data efficiently, or troubleshooting technical problems and administration issues.²⁴



SCALEMILL

Scalemill

Scalemill is a sales and lead generation company comprising driven experts and smart minds who are always looking to find ways to challenge themselves – whether it be through personal skills development or utilizing modern technology to improve the quality of work. Their innovative and future-forward approach is what sets them apart from others in the industry.²⁵



Premier BPO

Premier BPO LLC is a private, US enterprise that creates a synergy between personalized solutions, technology, and customer needs for example Customer Service. Established in 2003, they strive to deliver end-to-end Business Process Outsourcing services to generate higher profits, reduce overall costs, and enhance Customer Satisfaction and loyalty. Headquartered in Clarksville, Tennessee, their workforce consists of multi-location establishments.²⁶

²⁴<https://www.fusionbposervices.com/about/>

²⁵<https://www.scalemill.com/b2b-saas-lead-generation-company>

²⁶<https://www.premierbpo.com/about-premier-bpo-llc/>



HiredSupport

Startups and digital businesses choose HiredSupport to handle their customer service 24 hours a day. They cover and work with all major support channels and help businesses with their customer support, sales, back office processing, and everything in between.²⁷



Telesolutions

The company was formed as a solution to an internal business need. The primary objective for Telos was to provide a solution that encompassed the full suite of BPO services. They have developed an experienced team, aiding in providing a strong methodology behind the BPO services offered. They provide quality BPO services to organizations around the globe.²⁸



Cenit, Inc

Cenit, Inc is a privately owned IT Support and IT Services business formed in 2014. Their tech team will provide you with a highly available technology platform that your business needs. It gives your business a boost by effective marketing strategies offered by their highly trained professionals.²⁹



Hybrid Technologies

Hybrid Technologies is a technological platform leveraging unparalleled end-to-end IT services, enabling businesses to achieve their goals & ensuring constant business augmentation. They serve all industry segments, including (but not limited to); Government, Financial sector, Energy, Oil and Gas, Public safety, national security, Telecommunications, Healthcare, education and manufacturing, ranging from Large Enterprises to SME businesses.³⁰

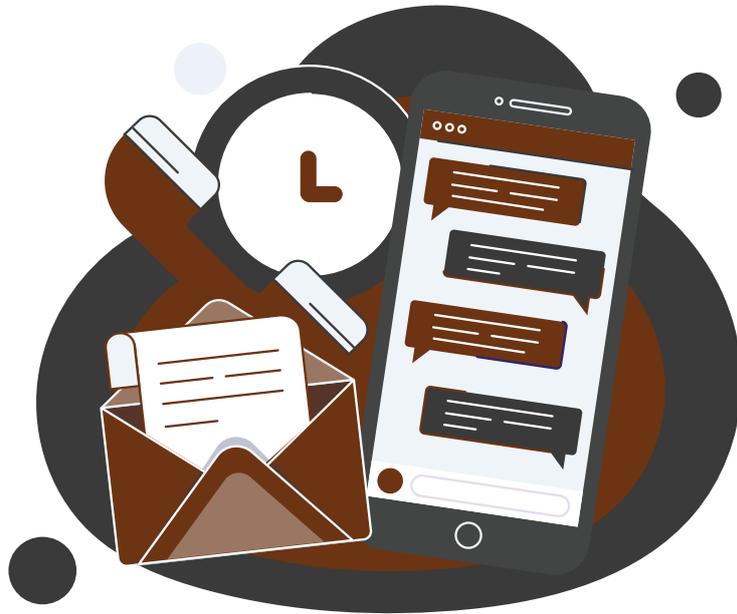
²⁷<https://www.hiredsupport.com/>

²⁸<https://telosolution.com/#about-us>

²⁹<https://cenitinc.com/services/>

³⁰<https://www.linkedin.com/company/hybrid-technologies/?originalSubdomain=pk>

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ABOUT THIS INDUSTRY ROUNDUP

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Business Process Outsourcing sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in the Business Process Outsourcing domain.

DISCLAIMER

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