

NON VOICE BPO IN BANKING

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Cygnus

Business Consulting & Research

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PREFACE

Revenue of the Indian BPO industry increased from USD2.1 billion in 2002 to USD6.02 billion in 2005, which includes about 20% from banking, 70% of this is voice-based services and the balance 30% from non-voice services. The contribution of banking is expected to rise to 30 % in the next 3 years, with regulatory, cost and competitive pressures forcing banks to outsource a greater part of their operations. Likewise, share of non voice is expected to go up to 35% in the same period, as it provides more business benefit. As the voice services become commoditised, the non voice services provide better profit margins to the service providers.

This report is focused on non-voice offshore banking BPO services industry in India. It covers the banking industry primarily in the US, Europe, the UK and Australia—the target markets of Indian banking BPO service providers. It includes the structure of the industry, major business processes, processes that are mostly outsourced, government policies, and profiles of the leading banks in the large as well as medium sized segments in the above geographies.

This report will help BPO service providers to sharpen their focus and identify new markets and crystallise strategic plans. Banks, which are already outsourcing or plan to, will find the report useful to know the outsourcing trends in the banking industry. Others such as government departments, analysts, students, consultants and entrepreneurs will gain a comprehensive understanding of the fast-growing industry.

Industry Insight – NON VOICE BPO IN BANKING

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