



BPO Provider Start-up

Client Profile

U.S. business process outsourcing (BPO) provider with offshore facilities in India.

The company was established with the primary goal to provide a portfolio of high-quality business process and IT application development solutions and services to Fortune 1000 companies in select industries in the U.S. and globally.

The company was founded by two experienced businessmen who had previously been key players in successful offshore software, consulting, and financial venture start-ups.

The Challenge

At start-up, the company recognized the need to engage strategic consultant resources to ensure the speedy realization of the following objectives:

- Develop a tightly-coupled world-class business processing (BPO) and IT development and development service framework
- Build a high-powered marketing and sales organization with a targeted industry go-to-market focus
- Establish the company as a 'thought leader' in the BPO segment for the financial services, insurance, and healthcare industries
- Receive recognition as a 'best-in-class' business processing provider for creative, effective, and quality solutions and services

TKCI was selected as the consultant to assist the BPO Start-up company based upon our team's experience and capabilities in strategic services, infrastructure development, and industry marketing and sales.

Approach

The TKCI approach included market research and an assessment of the BPO offshore competitive market and development and implementation of a pragmatic vision and business strategy that met the needs of potential client user organizations.

The key project activities and deliverables included:

- Corporate business strategies, policies, procedures, organizational structures, and processes, in support of a client centric business processing business
- Client solutions and services based on critical 'pain and opportunity' points of targeted industries
- Marketing and sales strategies in alignment with the approved strategic framework
- Sales activity with a direct sales force supported by cadre of professional 'rainmakers'
- Partner relationships with leading U.S. document scan and technology providers
- Professional public relations and communications program
- Corporate Web site and marketing collateral

The Bottom Line

The client realized the following immediate benefits with the completion of the project.

- Collapsed timeline to the successful commencement of the company's business activities
- Implemented a productive performance-based business structure supported with effective and flexible processes and enabling technologies
- Established the company's 'brand' as a value-add within the targeted markets