

outsource it better

Infoline's Sameer Gupta, Vice President of Oman's leading outsourcing company, spells out to the readers the tangibles and significance of business operations in this fledgling industry

Tell us the Benefits of Outsourcing

The spectrum of outsourcing can vary from a simple back office support to providing an expert and knowledge based solutions to complex business operations.

Any form of organisation be it big or small and which can range across a wide spectrum of Industries like Banking, Finance, IT, Retail, Airlines, Telecom, Insurance, Human Resources, Health Care can benefit to outsourcing.

- Ø Reduced Capital Costs
- Ø Focus on Core areas of your business
- Ø Reduced Labor Cost
- Ø Increased Efficiency
- Ø Quick Project starts
- Ø Benefit from Core Competencies
- Ø Access to a wide pool of skilled resources
- Ø Reduced Risk

clients as part of the business service you offer?

Unlike other Outsourcing Service Providers we just don't provide our customers with cost effective services, instead we take the role of a strategic partner who can share their business vision and understand

their quality goals, thereby assisting them in their pursuit to excel in the market place.

The repeat engagements with our prestigious clients (national & international) are a strong testimony of the value addition to their business process by Outsourcing to Infoline. Few of our engagement models have brought about a remarkable change in the way the organisation responds in the marketplace of Sultanate. This has always been the strength of Infoline and we are on the constant spree to invest heavily in sharpening these skill sets.

We follow a continuous improvement model wherein we along with our clients on a regular basis analyze the existing

What challenges do you face in your business since outsourcing is not widespread in Oman?

One of the main challenges faced by Infoline in the Oman markets is Educating the business community on the Outsourcing practices and establishing its importance and benefits. Globally organisations across various verticals are focusing on their core competence and outsourcing the rest of their work which results in increased productivity and efficiency and higher profitability. An organization has to have a professional and progressive outlook to recognize this.

What are you contributing to your



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process flows and suggest various value added inputs or process modifications to try and achieve the unstated goals of our client's business. Infoline is on the stride to develop competencies in the areas of Knowledge Process Outsourcing and Business Transformation Outsourcing. With "Customer Delight" being our core focus, we have strived to meet and exceed the productivity Service Level Agreements of multiple processes for our 32 clients spanning across various verticals.

Infoline is conscious of its social responsibilities and hence has initiated the concept of Infoline Knowledge Academy which thrives on the vision to be an ardent contributor towards creating a knowledge based society. Conducting knowledge based seminars through some of the affluent speakers of the business world, regularly publishing knowledge based articles and write ups pertaining to Outsourcing practices through various media publications and contributing to grooming the local youths through the Training and Development dept are some of the activities emerging through the Knowledge Academy wing of Infoline.

If you could give one advice to corporate leaders of the country, which one would it be?

Globalisation means increased competition and converging technologies of telecommunication, information technology and media have redefined the way we do business. To be ahead in the rat race means a blend of visionary management, cost effectiveness, latest technological platform, quality output and the most important Customer Satisfaction.

Outsourcing is definitely evolving as a strategic step which results in scaling up efficiencies which in turn results in greater visibility and profitability and

retention of customers. All corporate leaders must consider and explore the opportunities and benefits.

Is Infoline filling a business gap in the local corporate world? Please explain

The penetration of print media is limited in the local market unlike the various other geographies. This presents a challenge to the Organizations in communicating their key messages to the target community. INFOLINE has narrowed this gap by offering call centre services to the various corporates. Moreover, the local corporates had little choice in the past to outsource their non-core activities which directly or indirectly contribute to their bottom line. With the advent of INFOLINE, more and more organizations are exploring the benefits of various Business Process Outsourcing Services.

Access to a world class contact centre platform and Process Outsourcing service provider was a distant dream for many organizations. This was realized with the birth of Infoline in 2003. With the introduction of the novel servicing concept of "pay as you grow", the organizations were presented a highly desirable engagement model with Infoline.

After few years of Operation, what have you learned from your experience?

Infoline is one of the premiere Outsourcing Service Providers in Oman and we have often partnered and extended our services to Customer centric and Customer oriented organisations. In the past three years of our operations in the Oman market we have learned that more and more companies are emerging with customer centric values wherein quality of the Customer service has evolved as one of the prominent performance indicators. Such organisa-

tions have recognized our professional style of functioning and how we have been adding value to our client's business. Infoline has made sure that it has always partnered its customer organisation in their business transformations.

What is your next five-year plan?

With the fast paced emerging trends of Outsourcing services across various verticals, Infoline aims towards diversification in value added services and creating a revolution in the way Business units function and respond to the market place. Infoline will assure to be a congenial platform on which organisations can reap their plans for transforming their business process in order to move up the value chain.

We also aim to move in the directions of Knowledge Process Outsourcing besides developing a niche for ourselves in various verticals like Airline, Banking, Insurance, Retail and Health Care. Infoline is currently in the pursuit of establishing the service offerings for geographies beyond Oman. The organization is working toward becoming a truly global organization in the near future.

What would you like to see happening in the country to boost your business?

Mass awareness among the corporate and business community on the emerging trends in Outsourcing services and how the various organisations across are leveraging its benefits. Every organisation should start considering Outsourcing options as a strategic step towards the development of their business and achieving of their corporate goals.

Besides the above more liberalization of the Oman's economic policies and continuing support of the government and the telecom sector will help us place Oman in the world map of Outsourcing Service Providers.