

Infoline leads in BPO services, eyes expansion

By Hasan Kamoonpuri

INFOLINE LLC, which offers IT Enabled Services (ITES) with specialisation in Contact Centre and business process outsourcing (BPO) services, has come a long way since its inception in 2004.

Executive Vice-President Sameer Gupta says Infoline, a joint venture between Bahwan CyberTek, Omantel and PEIE, (Public Establishment for Industrial Estate), has emerged as the premiere ITES organisation, providing services in the areas of airline, banking, finance, telecom, human resource, insurance and retail.

Infoline has now set its eyes on diversification in value-added services and aims to develop specialisation in knowledge process outsourcing and business transformation outsourcing and is currently establishing service offerings for markets beyond Oman.

With diversifications in value-added BPO services, Infoline seeks to change the

way companies function and respond to the market place, thus enabling their business process to move up the value chain.

In line with its social responsibilities, Infoline has initiated the concept of Infoline Knowledge Academy that is dedicated to advancing the creation of a knowledge-based society.

One of its initiatives for the training of local youths has been providing call centre training in association with Bahwan CyberTek. With three years of operation in Oman, Infoline's staff strength has crossed over 150 with an Omanisation of 60 per cent.

Infoline began its journey in the Outsourcing spectrum by building a world-class centralised Contact centre for Gulf Air. This was followed by the next major project of directory inquiry service of 1318 of Omantel.

Infoline is determined to inculcate the BPO culture and practise in other sectors like banking, finance and retail. Some of the local banking giants have benefited from the professional services of



SAMEER Gupta

Infoline in the field of back office processing, HR outsourcing and staff training and development.

Infoline's niche in the area of sales and marketing was also well explored by automobile retailers and a new aspect to CRM was initiated.

A large chunk of the market was targeted through aggressive tele marketing and direct sale activities for promoting new products and other exciting offers during

some of the peak periods.

More recently, Infoline has added document management services to its basket of outsourcing services. With this, Infoline has enabled organisations to harness the benefits of electronic document management services (EDMS) in their respective enterprises.

In recent times, one of first ventures undertaken by Infoline was for a reputed US-based market research company, wherein as an outsourcing partner Infoline conducted a market survey on the end consumers on behalf of three giant pharmaceutical companies.

"As a part of expansion plans, Infoline is working towards shaping a sound foundation as a service provider in US markets and tapping into the booming culture of off-shoring business processes", says Gupta.

Infoline doesn't just provide customers with cost effective services; instead it plays the role of a strategic

partner who can share their business vision and understand their quality goals. "We follow a continuous improvement model wherein we along with our clients analyse the existing process flows and suggest various value added inputs or process modifications to try and achieve the unstated goals of our client's business".

The customer contact centre industry across the Middle East is to a large extent at the developing stage. The trend has been towards emergence of captive call centres. These captive call centres are mostly limited to prominent industries like airlines, telecom and banking and finance.

One of the latest regulatory developments in the Middle East has been the initiative driven towards opening of VOIP (Voice Over Internet Protocol), which will lay the foundation for Middle East Contact centres standing up in par with the global standards.

CASE STUDY