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**National Conference**  
**Business Process Outsourcing**  
**Trends and Insights**

**ASSOCHAM**

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**A Discussion on**  
**Critical Success Factors for**  
**BPO's**

**My Top 10 List**

## My Top 10 List

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### 1. Management Bandwidth

*Vision & Leadership*

*Depth of Knowledge & Experience*

*Operational Expertise*

### 2. Provide Quality Service an Strong Measurement Tools

*Understand Client Needs, Concerns & Culture*

*Develop New Services & Products*

*Provide Value and New Ideas to clients*

## My Top 10 List

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### 3. Operational Excellence

*Minimize Costs*

*Develop Standard Repeatable Processes /  
Proprietary Tools*

*Critical Mass*

### 4. Strong Marketing Ability and Relationship Development

*Establish Brand Equity*

*Leverage Current Relationships & Markets*

## My Top 10 List

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### 5. Effective People Management

*Focused hiring ( Hiring for Attitude, Train for Skills)*

*Developing an Innovative Culture*

*Clear Career Growth Paths*

*Strong Communication Skills*

### 6. Quality Training Programs Providing Growth

*Continuous Learning & Improvement*

*Innovative Techniques*

## My Top 10 List

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### 7. Scalability

*Size to spread costs*

*Demonstrate ability to scale up*

*Speed*

### 8. Focus & Domain Efficiency

*Global View*

*Industry & Functional Specialization*

## My Top 10 List

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### 9. Stay Ahead of the Curve

*Span the Entire Value Chain*

*R & D*

*Innovative Service Offerings*

### 10. Change Management & Adaptability

*Ability to Adapt to Changes (Customers,  
Employees,*

*Competition )*

*Forsee Economic, Political & Management  
Changes*

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**Comments & Questions ?**