

Branding, a view from the trenches

By

Jacques Rostenne

President, Perwit
International

Agenda

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- Credibility
- Compatibility
- Consistency
- Interruptibility
- Scalability
- Peripheral Support Services
- Liability
- Conclusion

Introduction

- For the past decade we have been involved in helping developing countries, mostly but not exclusively in Sub-Saharan Africa, to create a Teleservice enabling infrastructure and a nurturing environment.

Credibility

- Credibility, more than price itself, is indeed the key issue
- Satisfy your prospective client, that you have the facilities, the equipment, hardware as well as significant expertise and experience in exactly the type of outsourced services the client is looking for

Compatibility

- You may not be a good fit if the cultures are not compatible
- compatibility is a “ Sleeper ” issue
 - It is not something that clients worry about with regard to their local suppliers
 - It is something they do not normally know how to handle

Consistency

- Consistency of performance is a very big issue with North American clients
- North American clients start-out with the belief that overseas service providers are unreliable or, at the very least, that they are not consistent

Interruptibility

- Interruptibility can only be eliminated through redundancy
- striking agreements with compatible companies operating in another suburb, city, or even, preferably, country

Scalability

- Clients need to be sure that their overseas service supplier can match their needs despite significant fluctuations in volume
- absorbing peaks and valleys
 - develop a product mix which combines at least one BPO client with a performance-based contract

Peripheral Support Services

- If the sector is just in its infancy then the government has to step in
- Having a good panoply of peripheral services will help all the firms in the sector be better and more competitive

Liability

- Legal
 - If you want to give your country a positive image you should consider setting up special procedures staffed by specially trained judges and court officials to handle Teleservices-related legal issues
- injury “by association”

Conclusion

- Credibility is a paramount issue
- Countries interested in attracting outsourcing business should realize that everything they do, or fail to do, can affect their overall image abroad