

## Why India?

KPO India | Best Website Designing Company | How does KPO Work

The myth that Indian companies can only provide “software coolies” is soon changing to the reality of Indian Companies being capable of almost anything, even rocket science! India has a large pool of knowledge workers in various sectors ranging from Pharmacy, Medicine, Law, Biotechnology, Education and Training, Engineering, Analytics, Design & Animation, Research & Development, Paralegal Content and even Intelligence Services.

This talent is soon being discovered and tapped by the leading businesses across the globe resulting in the outsourcing of high-end processes in low wage destinations. Hence knowledge process Outsourcing involves off shoring of knowledge intensive business processes that require specialized domain expertise.

India is always taken as one of the biggest challenger in the world market for providing the BPO and KPO services. KPO emerges as the specialize branch of BPO where only a certain degree of specialized services will be provided and the high end services involving skilled resources will be called in to serve. India is again seen as one of the most preferred location due to its competitive advantage over rest of the countries. Some of the reasons for India to be signified as one of the most preferred location are:

- \* High rate of Expertise Pool.
- \* Cost Advantage (compared to other countries).
  - \* Accent clarity and English Proficiency.
  - \* Flexible Time Horizons.
  - \* High Computer Literacy Rate.
- \* High rate of (selected) Domain Specialization.
- \* High rate of professional graduates (especially Science and Mathematics).
  - \* Attractive Locations.
- \* Transparent government policies for international business transactions.

According to NASSCOM, KPO sector worldwide is expected to reach USD 17 billion by 2010, out of this, India will account for US 12 billion.

These are reasons with the youth of the country to shift from the traditional jobs to the new sector KPO. KPO are not only providing the opportunity for growth but at the same time are also satisfying the inner urge of the youth to serve something creative in their field and show their talent to the world while earning a high rate of perks. Some of the reasons because of which there is a swift shift from traditional jobs to the KPO's are:

- \* High rate of monetary benefits.
- \* Highly skilled expertise service requirement.
  - \* Space for Innovation.
- \* High rate of flexibility to perform the operations.
  - \* Highly recognized brands associations.
- \* More research and analytical work associated.