



Philippines

Simplifying Business Process

OVERVIEW

The Philippines is the leader in the voice outsourcing industry, with over 350,000 employees and an emerging market when it comes to IT based processes.

In 2011, the overall industry (voice, back office and IT) is estimated to have grown by 22% to \$10.9 billion, employing over 640,000. By 2016, the industry is forecast to double the number of direct jobs to 1.3 million and to generate \$25 billion in export revenues. Some 3 million indirect jobs are also expected to be created by 2016. Most of the operations are located in the capital city of Manila, Cebu City, Pasig City, Quezon City and Mandaluyong City

Capital: Manila

Largest City: Quezon City

Population: 90 Million

Population growth rate: 1.4% annually

Demographics: Median Age is 27

Currency: ₱ Peso

SERVICE CENTER DESCRIPTION

Simpro has 2 centers with the first contact center located in Makati, Manila while the second contact center is located in Eastwood City in Quezon. These centers provide back office, inbound customer care and outbound telemarketing services in English and local language dialects. They specialize in customer interaction services in key sectors including Telecommunications, Retail and Financial Services.

SERVICE OFFERINGS

The Inbound services include Media Response, Reservations, Appointment Settings, Help Desk, Customer Service and Order Taking. The Outbound services include Sales, Appointment Setting, Survey and Collections. The Non-Voice services include E-Mail, Chat Support, Application processing and Data Entry.

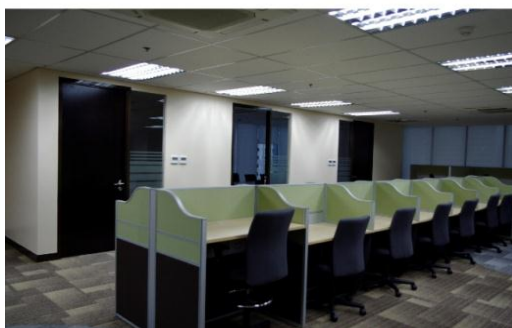
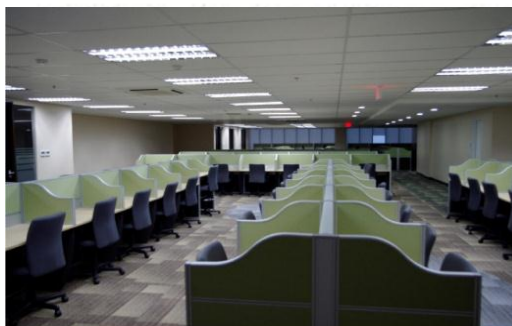
FACILITIES

Our contact center in Makati has 200 blended inbound/outbound agent seats and our center in Eastwood City center has over 400 seats. The communications capabilities include the Avaya/Cisco ACD platform and the Aheeva predictive dialer. Voice and data communications to North America is supported through dedicated MPLS connectivity and point to point VPN.

ADVANTAGE PHILIPPINES

With the Philippines becoming the BPO (voice) destination of choice the Philippines offers several key advantages, including:

- É A Highly educated workforce
- É Accent Neutral English
- É Largest fluent English Speaking population.
- É Service oriented workforce
- É Lower operating costs



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