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Manish Sharma

Hello. My name is Manish Sharma, I'm the Senior Managing Director for Accenture BPO Global Delivery. If you look at our BPO story, I think it has been a really fantastic story; and if you look at the differentiating factors, what you see in the center is a very strong core. A core which is completely industrialized, in which we have got operational maturity to very high levels, we have got very strong 52,000 people who are (kind of) doing the work in a predictable, repeatable and a measurable fashion. So that's kind of the core—very strong core.

If you move towards some of the other elements, the first one I would say is around analytics. I think we are now really generating huge value for our clients. We are assisting them in the business outcomes from a client perspective. We generate tangible value which can be taken for each of the P&L outcomes. So that's what I say is the analytics story, the business outcome story, how we provide insights.

If you take the second element, I think it is around the technology. How we are embedding technology to ensure that we are adding value to the clients. Whether it is social media, whether it is cloud, whether it is using new technologies to do a huge automation, technology is again being at the heart of what we do in BPO.

If you take the third dimension, it's around industry. Now we have got almost 86 percent of our people aligned with the industry. But I think what Accenture BPO brings is around the depth that we have. So specialist—whether it is oil and gas, whether it is communications—we are specialists who are actually doing this business. When the clients come and visit us, they are not really looking for just an F&A person; what they are looking for is F&A for a particular industry. So I think the industry differentiation is a huge factor for us.

If I take the fourth factor, I think it is around our corporate citizenship program. How we care for the communities around us. It's not important at Accenture that Accenture BPO is big and doing well, I think the real fun is how we can improve the communities around us. We have done Rural BPO, we've got an extensive program and are helping communities around us, and we care about the environment.

The last one, and the most critical one, is our strong, talented people. Across the globe, we are there, we have got a huge network, and these people are very talented, they work in a very collaborative fashion, they are able to draw the right skills or right knowledge which is required from a client perspective, and even in the coming years it will be a big differentiator.

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