



HCL BPO Services  
**HCL BPO Services**  
Powering Business  
Performance

***HCL***



# HCL BPO Services

## Business Focus



Telecom, Retail, Banking & Financial Services, Hi-tech & Manufacturing, Insurance, Media, Publishing and Entertainment

## Service Offerings



Business Generation, Operations Management, Business Decision Management

## Global Delivery Centers



11 in India  
2 in UK

## Business Revenue



\$ 223.6 Million  
(TTM Jun '08)

## Industry Ranking



Ranked among the Top 10 Third Party BPO Service Providers in India  
Largest BPO in Northern Ireland

## Professionals



13,300+

## Customers



39

(14 Fortune 500 / 11 Fortune Global 500)  
# of Processes - 160+  
Key Relationships - BT, Macy's, Safeway, Deutsche Bank, Office Depot

## Multilingual Support



8 European Languages & 8 APAC Languages

## Quality & Compliance Driven Delivery



COPC, ISO 9001:2000, ISO 27001:2005  
SAS 70 Compliant, ISO 14001:2004,  
ISO 18001:2007, ISO 20000:2005  
Purdue Benchmark: Ranked 2nd in the  
Global Peer Group Six Sigma,  
BPR & Continuous Innovation for  
Continual Improvement

## Technology Upgrade



**EnsureIT**  
an IT service management (ITSM) Program  
Targets to deliver 99.9%  
of service uptime



## Accolades

- Ranks 4th globally among Business Process Outsourcing Vendors – The Black Book of Outsourcing, 2008
- Ranks in the “Leaders” Category of the Global Outsourcing 100 - IAOP (International Association of Outsourcing Professionals), 2008
- Ranks 11th among Global Service Providers - IAOP (International Association of Outsourcing Professionals), 2008
- First BPO company in the world to be appraised at People CMM L3 - QAI, 2007
- Ranks in the Top 20 India's Best Employers - Hewitt - Economic Times, 2007
- Ranks 6th in the Employee Satisfaction Survey - DQ - IDC, 2007
- Special award for consistent excellence for outsourcing practice across all disciplines - National Outsourcing Association, 2007
- Ranks amongst the Top 3 Contact Centers in Asia Pacific - Frost & Sullivan, 2006
- Won the 1st 'Investor of the Year' award for employment generation in UK - UK Trade & Investment Board, 2006



**I**n an ever flattening world of increasing competitive pressures and changing market dynamics, Business Process Outsourcing is attaining tremendous significance. BPO has become an essential enabler of significant and sustainable operational efficiencies and cost economies for mid-to-mega sized business organizations.

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**HCL's BPO operation – in consonance with the HCL tradition – is a leader and pioneer in the high-growth, high-expectation market space of BPO**

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HCL BPO focuses on meeting Customers' continuous and emerging expectations of significant year-on-year cost savings, Customer-centric pricing models, proactive partnership, service delivery predictability and value generation. In short, HCL BPO's value-centric approach, best practices and commitment to process improvement delivers the most effective business impact to all its Customers.

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**Infrastructure / Human Resources/ Frameworks**

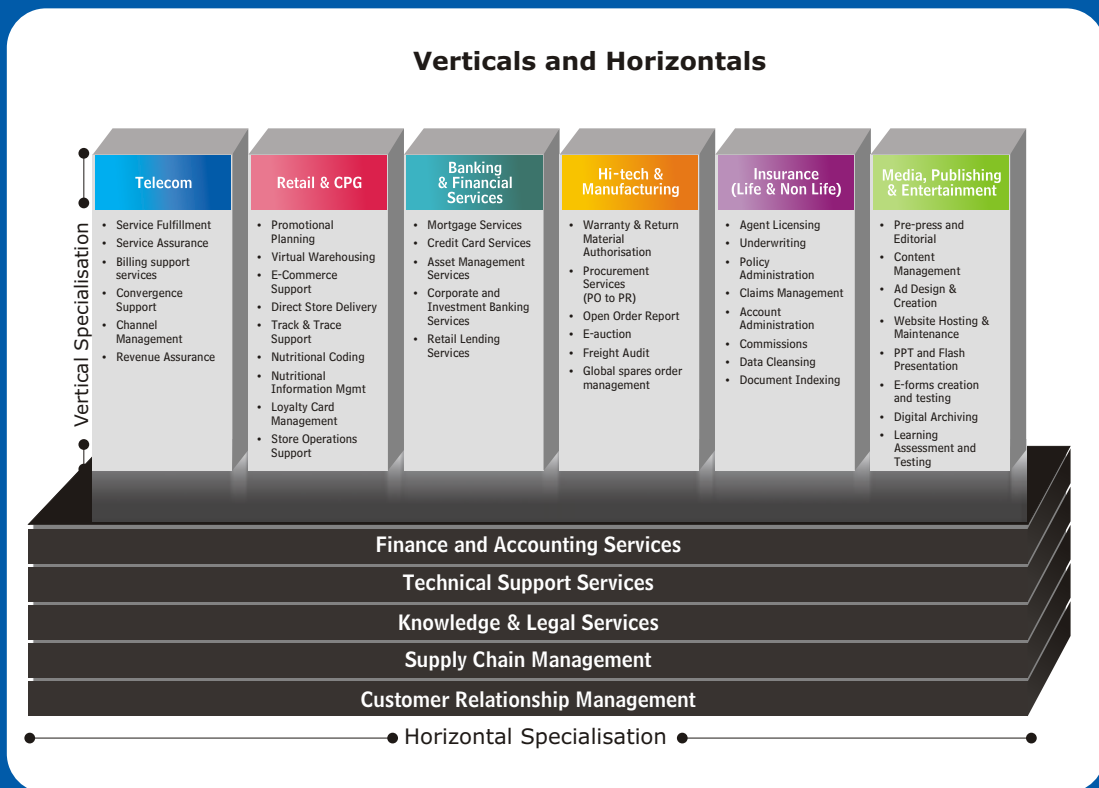
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**HCL BPO has made significant investments in technology, human resources, quality and intellectual property, ensuring critical and high degree of service delivery.**

HCL BPO's technology infrastructure is robust, reliable and scalable with strong Business Continuity Plans and Data Information Security Systems. Human Resource management at HCL BPO is a key strategic function that ensures continued high level of performance. The company has developed IPs and methodologies across assessment, transition and operation areas. This includes process migration and engagement management framework - **ARMOR** (**A**ssessment / **R**esolution / **M**igration / **O**peration / **R**elationship) that enables accelerated and seamless migration of processes from a Client environment with customization option for specific verticals. The outsourcing assessment framework **POEM** (**P**rocess **O**utsourcing **E**valuation **M**atrix) helps in viability of 'outsourcing' of business processes by analyzing and scoring factors like standardization, interface, de-linkage, skill-sets and risk.



# Service Offerings - Verticals & Horizontals



## Service Delivery Capability

Process Definition	HCL Services Delivery Capability
Business cycle related	Concept-to-Market / Order-to-Cash / Trouble-to-Resolve / Procure-to-Pay
Core horizontal business process	F&A / CRM / SCM / TSS
Performance analysis / enhancement related	Business Analytics / Knowledge Services/ KPO
Domain focused	Telecom / Retail / Hi-tech & Manufacturing / Banking & Financial Services / Insurance (Life & Non Life), Media Publishing & Entertainment

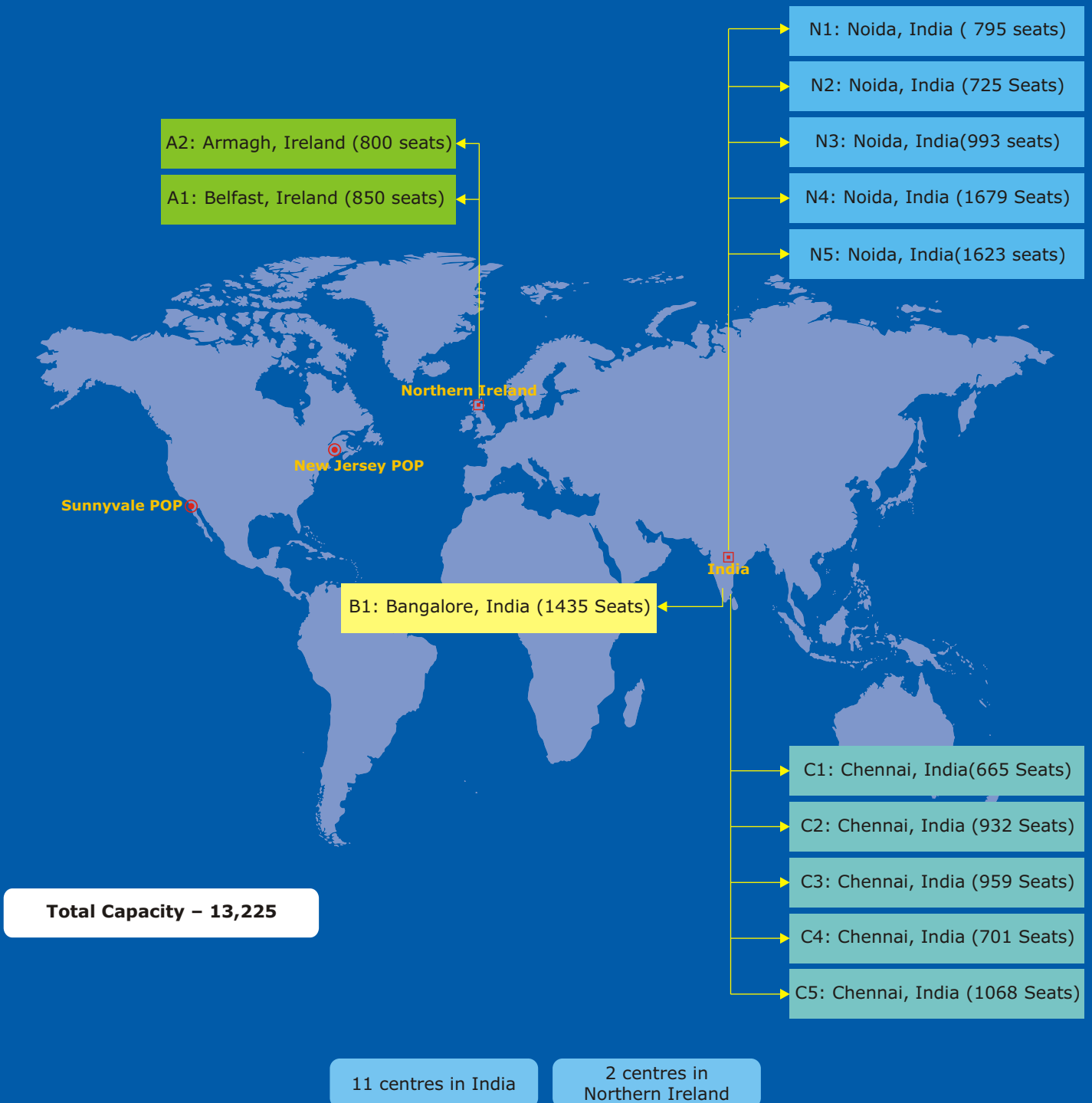


## Key Relationships

Client Profile	Services Delivered
<b>UK-based G500 Telecom Major</b>	<ul style="list-style-type: none"> <li>• 50+ campaigns spanning Lead Generation, Customer Service, Billing, Collections and Knowledge Services to support traditional PSTN as well as broadband business</li> <li>• Multi-channel (Voice, email, chat) delivery from 6 centers in India and UK</li> <li>• Significantly improved process metrics</li> <li>• Sole service provider for a number of critical market facing and internal services</li> </ul>
<b>US-based F500 Telecom Major</b>	<ul style="list-style-type: none"> <li>• Multi-channel - Voice/Web high-end Tech Help desk services delivery as part of a global consortia</li> </ul>
<b>US-based F500 Retail Conglomerate</b>	<ul style="list-style-type: none"> <li>• Manages 50% of all Proprietary/ Co-branded Credit Card Collection and Customer Service for a 50 million card-holder base</li> </ul>
<b>US-based F500 Grocery Chain</b>	<ul style="list-style-type: none"> <li>• Services include Customer Feedback Processing / Profile update for loyalty card members/ Non Sufficient Fund Transaction Management and Collections / Promotional Planning for Store Inventory and Supplies / Direct Merchant Supply</li> </ul>
<b>US-based F500 Office Supplies Major</b>	<ul style="list-style-type: none"> <li>• Delivers 100% of the Client's Fax Order Management process dealing with 5000+ orders per day at 99.9% accuracy with follow-up calls for reconfirmation and increased revenue per order</li> <li>• Disputes resolution for virtual warehousing and direct supplies</li> <li>• Rescheduling of supplies to customers</li> <li>• Email support to ecommerce clients</li> <li>• Credit authorization follow-up of ACH rejected credit card transaction</li> </ul>
<b>UK-based Residential Property Services Provider</b>	<ul style="list-style-type: none"> <li>• Scoped and launched a new line of business - Re-mortgage Conveyancing for the Client</li> <li>• Joint Go-to-Market initiative</li> </ul>
<b>UK based Retail Water Supply Major</b>	<ul style="list-style-type: none"> <li>• End-to-end Order-to-Cash process</li> <li>• Significantly improved end-to-end process and business metrics</li> </ul>
<b>UK-based Media Conglomerate</b>	<ul style="list-style-type: none"> <li>• End-to-end media production and business support</li> </ul>



# Global Delivery Network





## Client Speak...

Our heartfelt congratulations to HCL..... More personally, from our family in Global Supply Management to yours in HCL BPO, thank you for the success in this extraordinary journey you have embarked upon, with us, to pioneer Procurement Support....

VP - Global Procurement  
F-500 Technology Company  
Process: Procure-2-Pay

The value which you and your team have provided to us is beyond doubt above and beyond the call of duty. The AR receivables management provided by HCL has been world class. Not only has the validation and collection process been effective. Your agents have been professional to our customers is second to none even when they have been unpleasant. The analysis provided confirms this. Needless to say, we consider the operational status of the HCL team an integral part of our daily Modus Operandi. Without HCL the debtor management and DSO would be substantially out of control.

Group Credit & Risk Manager  
UK based retail Water Supply Major  
Process: Order-2-Cash

HCL BPO has delivered an outstanding job for our Company. In a short timescale, they have helped support our customers across the globe and make every transaction simple and complete. The operational model they have delivered is proving to be a key engine for driving customer satisfaction and cost reduction. They continually put the customer experience at the heart of our business.

Global Director Outsourcing  
Global ISV Major  
Process: Multi-shore/multi-lingual L1-L3 Product Help Desk



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