



Admax supports Eco-Living

Click here for 10 easy things you can do today to go green!



BPO sector still top revenue draw



ADVERTISEMENT

Top News

WEDNESDAY, 21 APRIL 2010 23:38



AMID the continuing scarcity of qualified people for work in business-process outsourcing (BPO), call centers remain the top revenue earners in the BPO industry as shown by National Statistics Office (NSO) preliminary data released recently.

The NSO said preliminary results from the 2006 BPO activities placed the generated business of call centers at P56.7 billion, topping all others in the BPO sector, and represented 70 percent of gross

revenues realized by the entire sector of P81.8 billion.

There has, however, been a gradual shift to "back office" operations in recent years, where the supply side is still a major concern although the private sector is responding to the issue, according to Livelt chief executive officer Alfredo Ayala.

"Although the lack of qualified people is still a major concern in the BPO industry, I am confident the private sector can craft the solutions," said Ayala on Tuesday at the sidelines of the Asian CEO Forum held the Tower Club in Makati City.

Other BPO activities in the Philippines include other software and consultancy and Supply with revenues of P11.1 billion or 13.6 percent of the total; software publishing, P5 billion or 6.1 percent of total; data processing with P4.8 billion or 5.8 percent; and hardware consultancy, P28.3 million or 0.03 percent.

Ayala said the Business Processing Association of the Philippines (BPAP) is implementing various solutions to address the pressing problems of the industry with programs like the Advanced English Pre-Employment Training to enhance the English proficiency of prospective BPO workers.

The Adept program was created and developed as an academe-industry response to the needs of the BPO sector by the Coordinating Council Of Private Educational Associations and the BPAP, and is being run in 20 universities and colleges.

Ayala said the country ranks next to India in terms of BPO operations. "With a size barely one-tenth of India, the Philippines represented a healthy 15 percent of the offshore BPO market and has emerged as a key destination for English-based work especially for the North American market."

The Webnewswire.com on its online article said India and the Philippines together account for 50 percent of the world offshore BPO market. The sector is one of the driving forces of the Philippine economy because it has fueled growth in real estate, services among others.

According to studies, BPO operations in the country have grown 46 percent annually since 2006, led by the demand for industry workers such as agents in contact centers. Later, this was followed by a demand for knowledge workers such as engineers and designers in the knowledge- process outsourcing industry.

The Board of Investments placed total employment in the BPAP and BPO Services Association by end-2008 at 435,000—compared to 372,000 in 2007, excluding the non-BOI non-Peza entities.

Overall, Philippine BPO is forecast to earn between \$11 billion and \$13 billion and employ 900,000 additional people in 2010.

In terms of employee generation, call centers still remain the largest employer, but the center personnel do not receive the highest monthly salary with their average pay of P22,935 per month.

Software publishing employees received the highest monthly compensation of P36,559, followed by workers in other software and consultancy and supply, P30,864, and animated films and cartoons production, P28,543.

Workers in database activities and on-line distribution of electronic content received the lowest monthly pay of P7,645. (R.R. Reyes, C. U. Ordinario)

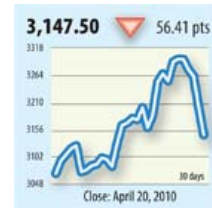
In Photo: Fred Ayala, CEO of Livelt solutions, the BPO holding company of Ayala Corp., fields questions at the Asia CEO Forum at the Tower Club on Tuesday. (Roy Domingo)


[< Prev](#)
[Next >](#)

Last Updated (Thursday, 22 April 2010 05:36)

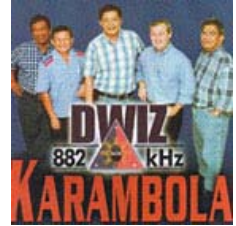
	United States, dollar	44.5800
	Japan, yen	0.4824
	United Kingdom, pound	58.3079
	Hong Kong, dollar	5.7437
	Switzerland, franc	41.9261
	Canada, dollar	43.9342
	Singapore, dollar	32.3489
	Australia, dollar	40.9790
	Bahrain, dinar	118.2587
	Saudi Arabia, rial	11.8877
	Brasil, dollar	32.2320
	Indonesia, rupiah	0.0249
	Thailand, baht	1.3610
	United Arab Emirates, dirham	12.1389
	European Monetary Union, euro	60.1361
	India, rupee	0.9904
	Malaysia, ringgit	13.8619
	Korea, won	0.0399
	Taiwan, dollar	1.4370

April 20, 2010 Source: Google Search by Filipinas



Cook
connecting foodies

Philippines
GRAPHIC
WE INFORM
WE INSPIRE!



Fortune
GENERAL

ETERNAL PLANS INC.
Life • Pension • Education

