

# BusinessMirror

Online Space

SAMSUNG  
TURN ON TOMORROW  
Samsung  
OMNIA Series

Visit [ph.samsungmobile.com](http://ph.samsungmobile.com)  
for a chance to win a  
Samsung Omnia II phone!

visit [ph.samsungmobile.com](http://ph.samsungmobile.com)

## RP on right track in KPO drive



ADVERTISEMENT

Top News

Written by Rizal Raoul Reyes / Correspondent

WEDNESDAY, 19 MAY 2010 21:22



A FORMER executive of a multinational company operating in the Philippines agrees the country is on the right track in developing knowledge process outsourcing (KPO).

Bill Pfluger, former general manager of Chevron Shared Services in the Philippines and Argentina, said, "The country has good stuff such as the skilled workers and proper investment environment such as the establishment of the Philippine Economic Zone Authority (Peza) special zones."

Pfluger attended the Asia CEO Forum at the Tower Club in Makati City Wednesday.

"The KPO industry in the country is booming right now. It has dramatically changed 12 years ago when we put offices in RCBC. At that time, you would see very few people at night. But now, it's a different situation. We also had [only] one place to eat back then," he added.

KPO is a form of outsourcing, in which knowledge-related and information-related work is carried out by workers in a different company or by a subsidiary of the same organization, which may be in the same country or in an offshore location to save cost.

Unlike the outsourcing of manufacturing or call centers, this typically involves high-value work carried out by highly skilled staff. KPO firms, in addition to providing expertise in the processes themselves, often make many low-level business decisions—typically those that are easily undone if they conflict with higher-level business plans.

Compared to the Argentine experience, Pfluger said the Philippine operations were easier because it has a more relaxed political climate. He recalled Argentina had to undergo a tough transition from unstable political regimes. "Argentina had tougher times in the '70s wherein there was turmoil and mistrust always prevailed."

**In Photo:** Bill Pfluger, former general manager of Chevron Shared Services in the Philippines and Argentina, addresses the Asia CEO forum at Tower Club in Makati City. (Nonie Reyes)

< Prev

Next >

Last Updated ( Wednesday, 19 May 2010 21:24 )

Read tomorrow's news tonight

**bim plus**

[www.BusinessMirror.com.ph](http://www.BusinessMirror.com.ph)

House & Lot for as Low as

**CLICK HERE TO INQUIRE**

Php 11,000 per month

United States, dollar	45.5520
Japan, yen	0.4976
United Kingdom, pound	65.6995
Hong Kong, dollar	5.8400
Switzerland, franc	39.5520
Canada, dollar	43.6322
Singapore, dollar	32.5938
Australia, dollar	26.1987
Bahrain, dinar	120.8372
Saudi Arabia, rial	12.1469
Brazil, dollar	32.4768
Indonesia, rupiah	0.0050
Thailand, baht	1.4055
United Arab Emirates, dirham	12.4025
European Monetary Union, euro	56.4571
India, rupee	0.0145
Malaysia, ringgit	14.0160
Korea, won	0.0391
Taiwan, dollar	1.4217

May 20, 2010 Source: Bangko Sentral ng Pilipinas



**U-BOAT BOUTIQUE NOW OPEN**

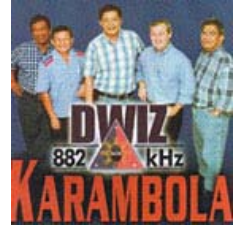
**BusinessMirror**

Govt bent on Malampaya stake sale

North Luzon power plants 23-24% at Q1

**Cook**  
connecting foodies

Philippines  
**GRAPHIC**  
WE INFORM  
WE INSPIRE!



**Fortune**  
GENERAL

**ETERNAL PLANS INC.**  
Life • Pension • Education

