UNDERSTANDING PRESENT LIFE STYLE AND CULTURE OF BPO EMPLOYEES

S.MEENA*; DR. SAKTHIVEL MURUGAN**

*RESEARCH SCHOLAR
MANONMANIAM SUNDARANAR UNIVERSITY &
ASSOCIATE PROFESSOR,
VELS UNIVERSITY, CHENNAI

**PRINCIPAL,
DHANRAJ BAID JAIN COLLEGE, CHENNAI

ABSTRACT

The Indian BPO industry’s initial focus was on creating a strong and reliable platform, using technology as a selling point, thus building on the success of the Indian software industry of the late 1990s. Then it moved to the level of infrastructure development where technology is increasingly used as a differentiator and for bettering the quality of service delivery. This evolution in offering quality of service has been possible for two main reasons. First, India has what is known as “people attractiveness.” India produces over two million English-speaking graduates every year who are ready to work for salaries that are as much as 80 percent lower than those paid to their Western counterparts. This availability of technical and computer-literate human resources who can offer lower response time with efficient and effective service makes India a magnet for multinational corporations (MNCs). Second, India presently enjoys the advantage of “location attractiveness.” Enormous savings are possible for foreign firms by outsourcing their processes to India because of the availability of a relatively inexpensive but strong and established infrastructure that offers telecom services, improved international bandwidth, technology parks, a well-developed software industry, and an existing base of blue-chip companies already operating there.