

# Welcome to the world of KPO

How does a construction boom in New Zealand create jobs in India? V.P. Rajini Reddy, director, Exemplarr worldwide, a KPO organisation, gives you three words — Knowledge Process Outsourcing.

“The current slowdown will not affect the knowledge process outsourcing industry much,” says Ms. Reddy. She sees more demand for knowledge workers as countries look towards cutting costs. “The other driver is lack of skills,” she says.

Knowledge process outsourcing is an industry where any work related to domain knowledge is outsourced. Companies in New Zealand constructing new buildings need architects to model plans. Building intelligence management — a developing area where all details of buildings are maintained for maintenance purposes also requires architects skilled in certain software.

The bottomline is, “You need logical and analytical skills,” says Ms. Reddy. People have to take decisions, and without understanding the domain, you cannot take decisions. Hence, for providing a value-added-service, which is what a KPO industry does, you need domain expertise.

If attorneys in the United States need to prepare a case in a week, sitting in India someone could help. But, one has to be a trained lawyer or paralegal to work in Legal Process Outsourcing. Many such domains see their processes outsourced. If you are proficient in English, you could work for a university in Europe by creating abstracts of articles the University has to put online. But,



*V.P. Rajini Reddy, Director, Exemplarr worldwide.*

proficiency in English is not the only skill that is required. “Training counts,” says Ms. Reddy.

Financial process outsourcing is another hotbed. Creating reports, balance sheets and other such documents requires expertise in finance. “Multi-skills is advisable,” says Ms. Reddy. In case your domain is mutual funds, you also may need to know taxation. “Depending on the projects, people have to move from one domain to another,” she says. Though the domains will not be completely disconnected, there is a need to be multi-skilled.

Illustration and graphic design is another area where there is an acute shortage of skilled people. “There is tremendous scope,” says Ms. Reddy. Starting as a team member, you can move on to becoming a team coordinator, project coordinator, assistant manager and then manager. “To move to the management cadre, certain managerial skills need to be imparted,” says Ms. Reddy.

**SRUTHI KRISHNAN**