

Advertorial

Philippines named world's best BPO destination by the National Outsourcing Association (NOA)

October 2009 - For years the Philippines has been considered a prime destination for offshore business process outsourcing. This market leadership was confirmed in October 2009 when the Philippines was proclaimed Offshoring Destination of the Year for the second time by the UK's National Outsourcing Association (NOA).

Despite political debates regarding the Philippine budget deficit, an economic growth rate of 5,4% was realized. Because of the global recession which inescapably also affects the Philippines a solid 1% economic growth can be expected in 2009. A significant portion of this growth can be attributed to the service industry, which accounts for approximately 53% of the GDP. These numbers are an excellent indication of the Philippine BPO industry's potential.

DDC Europe is part of the DDC Group, a global group of BPO and data processing companies. Since 1989 the DDC Group operates several shared service centres in Manila and Leyte. "The award by the National Outsourcing Association comes as no surprise to us. Our experiences with BPO and data processing in Asia have always been very positive", according to Rowdy Bijland, Managing Director of DDC Europe. In addition to being loyal, Philippine employees are highly skilled, diligent and hard-working. "These characteristics are important to help us achieve our common business goals", Bijland explains.

Languages

Besides offering economical data processing the Philippines also excels in multi-lingual data processing. The Philippines is an archipelago comprising 7107 islands where a large variety of languages and dialects are spoken, 172 in total. Common languages include English, Chinese (Mandarin and Hokkien) and Spanish. The latter is spoken because of nearly 300 years of Spanish dominance until 1898. The Philippines gained independence in 1946 after nearly 50 years of American sovereignty. The influence of the U.S. is apparent in the fact that English is still an official language in the Philippines. "Our organization greatly benefits from the population's English, Chinese and Spanish proficiency. Even transaction processing in Dutch is conducted in the Philippines", Bijland says.

DDC Europe offers hybrid solutions for document digitizing and data processing. "For many clients we act as recipient of incoming mail in the Netherlands. The documents are then scanned and sent to the Philippines for data-entry. This cost effective and efficient solution helps customers across a broad range of industries manage their incoming mail, including invoices, freight bills, questionnaires and direct marketing response".

Social involvement

The Philippines is known for its highly educated population. In Manila for instance there are several colleges and universities. DDC Philippines employs numerous graduates with MBA, MSc and BSc degrees. Furthermore, DDC is committed to encouraging talented students by offering grants for education and training. The organization always ensures a right balance between study and work. "This proves beneficial in two ways. Many students choose to stay with us after graduation. It's similar to the popular work-based learning programs in the Netherlands", says Bijland. Besides data-entry, DDC's highly skilled staff can provide knowledge intensive services such as market research, analysis of annual reports, authoring and indexing medical documents to companies worldwide.

For more information: www.ddceurope.com

