**Managing Business Process Outsourcing**

**September 2023 Examination**

1. **BPO is often considered to be a high-risk project for an organization. Every organization will face certain risks that need to be evaluated and for which appropriate mitigation measures need to be determined.**

**List out the various risk factors involved in outsourcing of Call center for customer support process and digital marketing to a BPO for an Automobile manufacturing company. (10 Marks)**

**Ans:**

**Introduction:**

Outsourcing has come to be expected for many organizations looking to optimize their operations and recognition of core skills. However, outsourcing unique business techniques, such as name facilities for customer support and digital advertising, to a business procedure Outsourcing (BPO) issuer comes with dangers. Within the context of an automobile production corporation, where patron pleasure and brand popularity are crucial, the risks associated with outsourcing name centers and digital advertising tactics need to be carefully evaluated and mitigated. This answer will discover the risk factors of outsourcing these

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2. **Contracting and contract management are the baseline for a successful BPO project to maximize value for your organization. Your organization appoints you to negotiate with a potential BPO partner for outsourcing of logistics and supply chain processes. How can you ensure that the contract reflects the best interests of your organization? (10 Marks)**

**Ans:**

**Introduction:**

Organizations frequently flip to enterprise System Outsourcing (BPO) to optimize their operations and advantage a competitive part in the latest globalized and competitive business landscape. Outsourcing logistics and supply chain processes to a capable BPO partner can offer numerous advantages, such as value savings, operational performance, and admission to specialized expertise. But to maximize the fees for the organization, it is crucial to ensure that the settlement with the BPO partner reflects the organization's best interests. This requires careful negotiation and agreement management to set clear expectations, decrease dangers,

**3. 'Paws & Whiskers' (P&W) is one of the leading and well-known online pet stores that offer trendy apparel and pet-related accessories. They are well-known for their fast and secured delivery of pet products to their global clients. P&W was looking for a reliable and cost-effective service provider who could help them with email support services along with delivery-related support for their business. They were overburdened with the operations and wanted a service provider who could reduce their workload.**

**Considering the client's requirements and business challenges, an BPO in India devised a project plan for the client. They initially started with a trial week to understand the scope of work and the types of customers we would have to handle during the project. The main aim of this exercise was to get rid of the backlog and understand the project to scale up.**

**They hired a highly skilled and experienced team who underwent a training program for 5 days which made them project ready. Each of the members was assigned a daily target to resolve the open tickets, which would be further delivered to the client's portal.**

**Despite being a spike in the email volumes, the BPO was able to deliver the best quality services to the client. The client was not only impressed by the quality of the email support services delivered but also the cost-effectiveness of the entire project. They are now considering possibility of outsourcing a few more of their business processes.**

**a. Which business processes could the company consider for further outsourcing? Justify you answer. (5 Marks)**

**Ans :**

**Introduction:**

Based on the scenario, Paws & Whiskers (P&W) successfully outsourced their email aid offerings and delivery-associated support to a BPO in India. They were pleased with the results and now considering outsourcing unique business processes. Here are some ability processes that P&W could remember for further outsourcing:

**Concept & application:**

**1. Customer service:** P&W can outsource its customer service operations to the BPO. This

**b. Would a strategic partnership be possible between the BPO and P&W? Justify your answers providing pros and cons of the decision. (5 Marks)**

**Ans:**

**Introduction:**

A strategic partnership between the BPO and Paws & Whiskers (P&W) is possible and might advantage each party involved. Allow us to analyze the pros and cons of such a decision:

**Concept & application:**

**Pros:**

**1. Cost-effectiveness:** Outsourcing business tactics to a BPO in India can regularly offer cost advantages because of the lower exertions fees inside the area. P&W, being impressed by the value-effectiveness of the initial task, can expect similar benefits using expanding the