Executive Summary

The John Clements Guide to IT-BPM Careers offers a comprehensive look at the information technology - business process management industry.

Covering topics like divisions and departments, major players, and various tips on how to prepare for a career in the field, it provides crucial information that every jobseeker looking to enter an IT-BPM corporation or business should know.

Additionally, it provides helpful insights and advice from leaders in the field, including experts and coaches from John Clements Consultants, Inc. and executives from the country’s biggest IT-BPM companies.

Through this guide, John Clements aims to empower all its valued jobseekers and prepare them for a fulfilling and satisfying career in the IT-BPM industry, armed with the information and guidance that they need.
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When a business owner hires someone from outside his or her company to do some work that his or her employees would traditionally do themselves, that’s outsourcing. Outsourcing is defined as a process wherein one company offers and fulfills for another the services that are traditionally done in-house. The company that fulfills the work (i.e. the one that provides the service, products or manpower to the business owner) is referred to as an outsourcee, while the company that receives the workforce, goods and services from specialized and usually smaller businesses is the outsourcer.

A Business Process Management (BPM) company is an outsourcee. It contains the transition and migration of processes, along with the related operational activities and responsibilities, to a third party that has guaranteed the same service level (SLA), and where the client has a firm grip over the vendor for mutual and long-term success.

There are two main categories to the BPM: back-office outsourcing, which includes internal business functions like billing and purchasing, and front-office functions like customer-related services, marketing, and technical support.

Information Technology is one facet that offers countless opportunities to stimulate the BPM activities, and the BPM is also highly dependent on information technology. Thus, the industry is sometimes referred to as IT-BPM.
However, the recent rapid growth of the IT-BPO industry has made it difficult for industry leaders and stakeholders to help spread awareness of the success that the sector is bringing for the country. Therefore, a subtle yet effective way to efficiently create awareness was to change the IT-BPO industry and refer to it as the IT-BPM (Business Process Management) sector instead. This rebranding establishes the sector as a full-service quality provider rather than an industry that only plays in the lower end of the service spectrum.

**Divisions and Departments in the Industry**

**Customer Service / Technical Service**: takes care of customers’ needs by delivering professional, helpful, high-quality service and assistance before, during, and even after the customers’ requirements are met.

**Finance and Accounting**: handles the company’s monetary matters. Its business functions typically include planning, organizing, auditing, accounting for and controlling the company’s finances. It also produces the company’s financial statements, which are used for assessment, documentation and legal reference.

**Sales and Marketing**: promotes the business and drives sales for its products and services. Usually, the company’s sales and marketing departments work hand in hand to sell products. This division also takes care of providing the necessary research to identify the right target market, approach and advertising strategy for each product or service.
Human Resources and Administration: the Administration department provides administrative aid in five areas of the business; namely, information management systems, human resources, payroll, acquisition, and communication. Their goal is to keep all departments within the business operating at maximum capacity. On the other hand, the human resources department is responsible for recruiting, screening, interviewing, and placing workers. It may also handle employee relations, compensation and benefits, and training or learning development. The managers of this division plan, direct, and coordinate with the administrative functions of an organization.

Information Technology (IT): handles the three major functions of a company; namely, Governance, Infrastructure, and Functionality.

This department is responsible for providing the infrastructure the company needs for automation, implementing the governance for operating systems, as well as providing operational units with the functionality they need. Additionally, application development, telephony, technical support, and the IT service desk also fall under this division.

Legal and Compliance: handles legal issues that may come up in the course of the business, ranging from drafting waiver forms for employees to handling lawsuits. Many large companies have a legal department, while smaller companies may choose to keep a lawyer or group of lawyers on retainer, ensuring that they have quick access to legal knowledge whenever they need it.

Customers may also find themselves occasionally interacting with the department, especially when they file complaints or indicate that a business is not operating within the law.
Operations: is responsible for ensuring the successful and consistent run of the business. While it is responsible for the bottom line, it also oversees the other departments and verticals in the company, as well as the development of employees and customers.

Project Management Office (PMO): defines and maintains the standards for project management practices. It is the source of documentations, guidance and metrics on the practice of proper project management and execution.

Quality Assurance (QA): handles the prevention of mistakes or defects in manufactured products, as well as the evasion of issues when delivering solutions or services to customers. Quality assurance is part of quality management, which focuses on providing a guarantee that quality requirements will be fulfilled.

Supply Chain and Logistics: handles the management of the flow of goods and services, which involves the movement and storage of raw materials, work-in-progress inventory, and finished goods from point of origin to point of consumption.

Travel Management: manages the organization’s business travel needs. Besides logistics, it also helps the organization gain control and visibility of its travel expenditures.
Major Players in the Industry

Stream Global Services
CONVERGYS
SYKES
SITEL
TeleTech
accenture
Teleperformance
ePERFORMAX
VXI
[24]7
Sutherland Global Services
IBM
APAC
Customer Services, Inc.
GenPact
Stellar
Startek
SPi Global
rainmaker
NCO
TELUS
AEGIS
JPMorganChase
Transcom
kgb
HSBC
esalculator
west

What You Can Look Forward to in the IT-BPM Industry

The IT-BPM sector’s landscape has experienced major transformations over the past few years, gaining stability and maturity as well as gravitating towards higher-end services and global competitiveness. In the Philippines alone, this industry is regarded as the second largest source of dollar income, having shown a total income of about $20 billion in 2015, and now employs a workforce of over 1 million Filipinos.

Because of this, expect massive hiring in BPO companies. There is an estimated 124,000 additional jobs created by the IT-BPO industry every year; this number has been consistently increasing and is forecasted to grow further in the upcoming years.
Ike Amigo, President and CEO of the Information Technology and Business Process Association of the Philippines (IBPAP) discussed some very interesting data regarding the industry’s growth in the Philippines. He mentioned that current and foreseeable industry trends now focus on three main evolutions in technology: digital transformation, automation, and artificial intelligence (AI), as well as new delivery models. Because the industry will be focusing its growth on these trends, jobseekers with skills relevant to these developments will have a higher chance of being accepted, and succeeding, in their company of choice.

**Criteria for Hiring**

Most companies in the industry have their own set criteria for hiring, and requirements change based on jobs. Generally, the industry is not particular with the course of its applicants, but normally call centers would require at least 2 years in college, while other BPO companies require you to have at least a graduate degree.

In terms of skills, first and foremost, employers will look at your English proficiency. Jobseekers should also be tech-savvy. Soft
skills that would make you good for the Customer Service Representative position include customer service skills, interpersonal skills, teamwork, discipline, and adaptability, to name a few.

Getting into the Industry

Call centers are normally always looking for customer service representatives, so it’s typically easy to find a company that’s recruiting. Hiring companies are present at any job fair, you can get in touch with even the biggest centers online, and many companies even invite you to submit your resume online. Occasionally, when a corporation is in need of urgent hiring, you may even get a job on the spot.

But of course, your chances of getting hired depend on the results of your job interview. Common questions you should prepare for include the following:

- What are your expectations of a call center?
- What makes you qualified to work as a customer service representative?
- Why do you want to work for our company?
- Why should we hire you?
- What are your strengths and weaknesses?
- How would you handle an angry customer?
- How would you handle a high pressure environment?
- What is your ideal / expected salary?

There may also be a service representative exam or assessment test, wherein recruiters find out if you can handle the pressures of the job and if you are a good worker and team player.
Benefits and Rewards of the IT-BPM Industry

Your Ideal Career Path

There are a number of opportunities for Customer Service Representatives to grow within the company. If you choose to stay in Operations, you may become a Team Leader. But you may also move on to Quality Assurance, Workforce, Human Resources, or Training, among other departments.

Agent:
- frontliners, fresh graduates, undergraduates

Subject Matter Expert:
- is the Assistant to the Team Manager, assists Agents

Team Manager:
- handles concerns and monitors improvement of Agents

Senior Team Manager:
- assists Team Manager and gauges improvement of each team

Operations Manager:
- assists the overall operational performance
“IT graduates and professionals who are looking for a competitive and rewarding career may be surprised to find their calling in ITO. The landscape has changed and ITO specialists should now be ready to not only address various technical issues, but also to deliver solutions and services through application development and infrastructure management,” Francis Fontanoza, Client Relationship Manager at TELUS International Philippines, said in an interview with ABS-CBN News.

On SYKES’ website, they offer some practical tips for fresh graduates starting their careers in the industry:

- Be open to learning new things.
- Be open to changes and stay flexible.
- Don’t be afraid to ask.
- Use your educational background as an edge to succeed.
- Try everything out first before you say no.

Accenture also offers some helpful tips, particularly on preparing your CV:

- Start your application off on the right note with an impressive, well-presented CV that showcases your skills, experience and suitability for the job in a clear, concise, compelling way.
- At most it should be three pages long, and simple, short sentences will always highlight your abilities best.
- Make sure you show off your professional achievements, but try to avoid overusing ‘I’.
- Only mention things you’ve actually done, since our recruiters will need to be able to verify the information you give.
- Always re-read your CV to make certain that you have presented yourself as well as possible and that there are no mistakes.
Ready for a Career in the IT-BPM Industry?

Now that you’ve gotten to know the industry, join our talent community to get the latest updates on jobs and openings! You’ll also get announcements, newsletters and more tips on getting the career you’ve always wanted.

And if you’re ready to enter the IT-BPM industry, make sure to check out JC³, our online portal for jobs and careers. We’re sure to have the perfect job for you!