

Salary Survey BPO



Manuel Dsouza, EVP HR, Intelnet



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will also lead to better pay scales.

BPO companies have, unlike their IT (information technology) counterparts, shown little inclination towards providing employee stock options to all their personnel. They now have reason to be more generous. Accustomed to high attrition levels in their young work force, companies poach, on the one hand and welcome job hoppers, on the other. The salary-survey finds that human resource (HR) costs in the BPO sector, already pegged at 53 per cent of total budgetary allocations, is expected to rise to 55 per cent in 2008.

"The trend in non-monetary compensation is to offer more stock options across the employee base. We are moving towards it and so are other companies in the sector," says Manuel D'souza, executive vice-President of HR at Intelnet, the second largest BPO company in India in terms of number of employees.

If the BPO industry makes some unusual demands on the hours its employees keep, it has been quick to offer incentives and benefits that no other sector sports. Home pick-ups and drop-offs, compensatory night allowances and frequent social events try to keep employees happy. But the strong dollar, which is squeezing BPO margins, just like those in the IT sector, could bully the industry's buoyancy into submission. At the very least, median salaries across all levels are expected to rise by only 10 per cent in 2008.

Employer branding, which involves building a brand awareness about the company among potential employees, has not been taken seriously by most BPO companies. With the exception of large BPO firms, human resource (HR) budgets in the industry do not reflect the cost of employer branding. The survey expects that to change in the coming year.

Behind The Scenes

by K. Yatish Rajawat

The BPO sector will take cover under employer branding

THE VOICE THAT ANSWERS FROM AN INDIAN CALL centre is likely to be emanating from a location in the North or West of the nation. High-end technical support and processing work, which pays better, gets mostly done in the country's south. This perplexing bias explains the wide variance in entry-level BPO (business process outsourcing) salaries in India — from Rs 1.78 lakh per annum in the West to Rs 2.49 lakh per annum in the South.

Voice-based BPO services, which constitute the largest employee base for entry-level BPO jobs, need English language proficiency but offer poor margins. This anomaly is driving companies away from such 'commodity services'. It

ARE YOU PAID FAIRLY?			
No. of years	North	South	West
0-3	1.89	2.47	1.78
4-7	5.27	4.04	5.58
8-12	18.52	8.48	8.86
13+	276.17	25.34	24.08

Figures in Rs lakh



*Projected

Source: Emamay HR