

## Sparsh BPO's Assam centre to service foreign clients

Kalyan Parbat & Bikash Singh  
KOLKATA & GUWAHATI

LEADING back-office processing firm Sparsh BPO has decided to service its overseas telecom and BFSI clientele in the Middle East markets from its upcoming contact centre in Assam. Sparsh is a 100% BPO subsidiary of Intelenet Global Services.

State-owned BSNL will be Sparsh's principal client in the early months, but the wholly-owned subsidiary of Intelenet Global Services is looking to tap into the wealth of English-speaking BPO talent in the Northeast to cater to global clients in the telecom and banking, financial services & insurance verticals across the Middle East.

The Assam government is poised to allot land to Sparsh BPO in a mint fresh IT park that is coming up in Guwahati. To start with, Sparsh will run a 150-seater operation which will grow to a 450-seater facility to respond to the outsourcing requirements of overseas clients in the coming months.

"We've offered land to Sparsh BPO at the new Guwahati IT park. While it will initially run as a call-centre for BSNL's Assam operations, Sparsh will transform the facility into a hub for its global operations," Assam's IT secretary Neeraj Verma told ET.

"Sparsh will start operations in a few months. It will initially handle diverse customer care functions for BSNL's 30 lakh customers in the region. Eventually, it proposes to ramp up its Guwahati contact centre to serve global telecom clients in the Middle East markets. There's huge scope for delivering BPO services from Assam and Northeast, given the abundance of English-speaking youth with western accents. Things will look up further once back-end telecom infrastructure is beefed by DoT," a top BSNL official told ET.

Executives at Sparsh BPO declined to share details. "It is true that BSNL will be our principal client at our upcoming Assam contact centre. But we are unable to share any details about our plans to service global clients out of Guwahati," said a company executive familiar with the discussions with the Assam government. Mum's the word on the overseas clients who will be serviced out of the Assam contact centre. But Sparsh is slated to offer the gamut of services, right from customer life-cycle management to all queries relating to billing, tariff plans, gadget settings to even GPRS activation.