

Bringing gender perspective to workplace

A recent study by *Dataquest* magazine rated Intelenet Global Services as the top player in the domestic BPO industry with revenues of Rs 137.5 crore in 2006-07. The company was followed by domestic players Aegis BPO Services and Infovision. Intelenet's domestic

operations are mainly undertaken by Sparsh BPO, which was acquired by Intelenet in 2006. Radhika Balasubramanian, the COO of Intelenet's domestic BPO operations, who heads the customer interaction and BPO operations for over 40 clients in 11 locations across India, attributes

the success to the global best practices that Intelenet brought with it.

The company has an overall workforce of 15,260 employees and Balasubramanian with her 21 years experience in the industry swears by the advantages of having a good team. "We believe in having a good team, supplemented by world-class processes," she says. Intelenet lays a lot of emphasis on the development of the potential of women employees. She believes that mentoring is the best way to inspire women to reach their full potential and help them face the challenges of balancing a demanding career and family.

"For a working woman, it is important to balance home and work to be productive and happy at both the places," she says. The BPO major has programmes in place where there is a two-way dialogue involving women employees. Balasubramanian has two success mantras: "Believe in the ability of people and lead by example in order to stay focused."

—Vikram Chaudhary

