



High performance. Delivered.

Rural BPO in the Philippines A Win-Win Opportunity

Marixi Carlos
22 September 2015

Strategy | Consulting | Digital | Technology | Operations

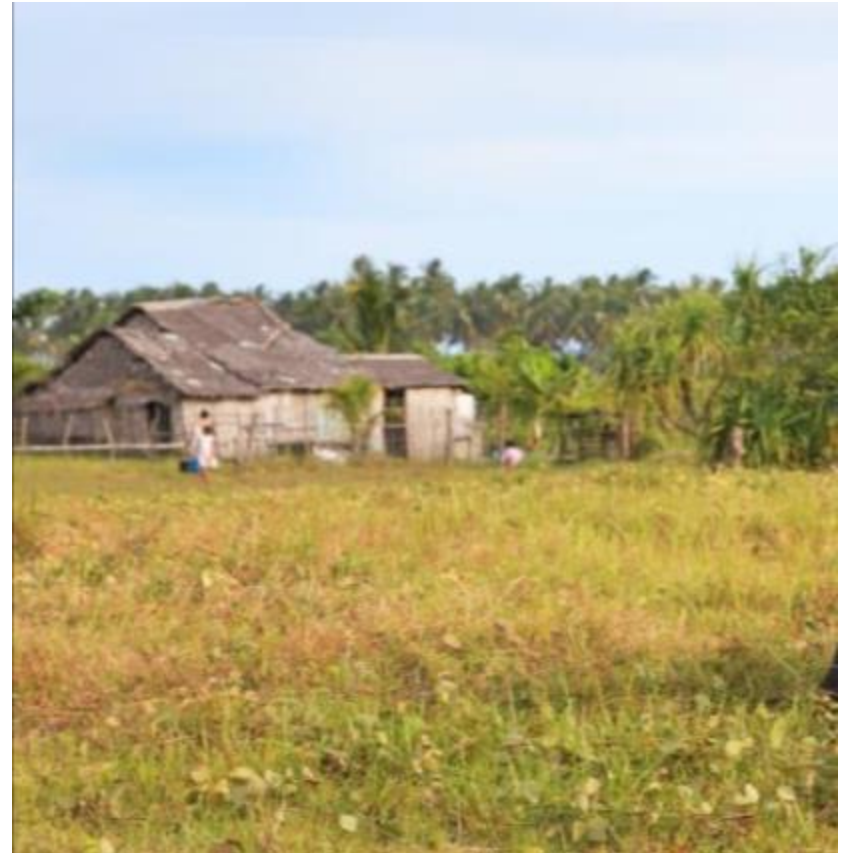
Untapped potential in far flung areas



Jobs are concentrated in highly urbanized cities



Skilled and educated individuals need to migrate to the cities to find jobs



Helping solve the employment opportunity gap through our corporate citizenship agenda and impact sourcing

Skills to Succeed



Global corporate social responsibility initiative

Aimed to address the global need for skills that open doors to employment and economic opportunity

Target: **3 million beneficiaries by 2020**



Impact Sourcing



“We are into impact sourcing because we as an organization and our employees want to do this for the social welfare.”

Manish Sharma

Global BPO Delivery and Solution Development Lead

Impact Sourcing is outsourcing that benefits disadvantaged individuals in low employment areas.

As part of our Impact Sourcing initiative, we have established **Rural BPO** centers in India and the Philippines

Rural BPO in the Philippines: Empowering the Disadvantaged; Enriching Rural Communities



Empowering rural communities by providing high income employment opportunities



Delivering both business, economic, and social growth to clients and employees



Initiating a multiplier effect of livelihood generation for the support community



Marking our Rural BPO milestones in the Philippines

Our Rural BPO Journey

- Started the operation of Accenture in our Rural BPO site in May 2013



- Increased headcount to 24 FTEs for Accenture by January 2015.

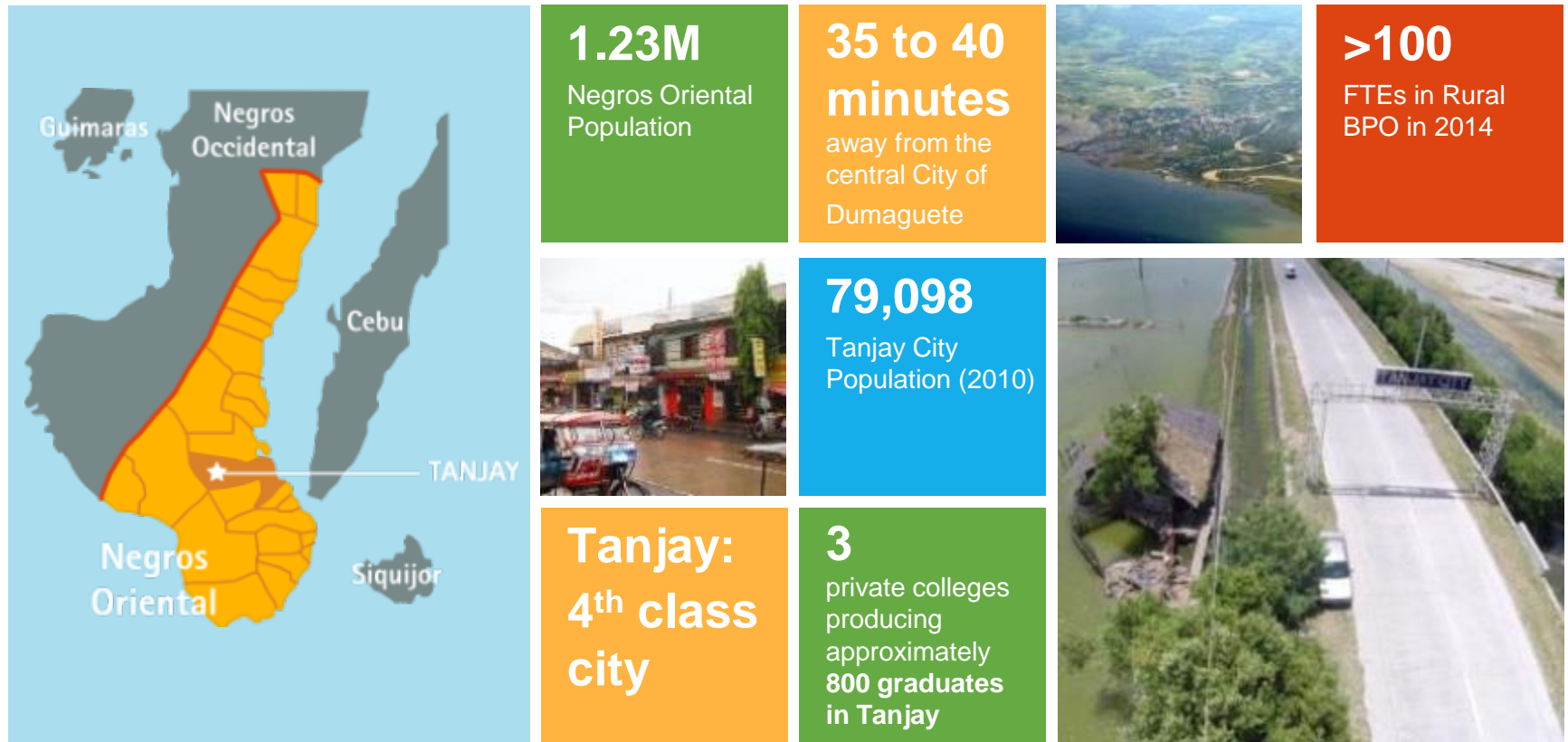


- Rural BPO was formally inaugurated last April 29, 2014 during the 10th Anniversary of Accenture Operations (BPO) in the Philippines.



Discover more about our first Rural BPO site

Accenture Operations in the Philippines, in partnership with the **Visaya Knowledge Process Outsourcing**, established its first Rural BPO site in **Tanjay City, Negros Oriental**.



What Rural BPO employees can do for you



Finance and Accounting Outsourcing

- Order fulfilment and Accounts receivable
- Sourcing, procurement and Accounts payable
- General ledger and Asset maintenance



Contact Center Delivery Services

- Inbound delivery solutions
- Outbound delivery solutions
- Backoffice solutions



Healthcare Information Management

- Medical coding
- Revenue cycle management
- Chart retrievals



Information Technology Consulting

- Cloud-based dialer and PABX
- Database and data analytics
- PHP and .Net development
- SAP support

The successes of our Rural BPO initiative in the Philippines

CSR

- Empowered skilled individuals through better paying and career-oriented employment opportunities



Community

- Reduced migration to larger urban cities
- Significantly increased the average household income of employees
- 57% of the total number of employees became the breadwinner of the family



Performance

- Low attrition rate
- Low absences and tardiness



Growth

- Capacity to grow to 500 seats
- Accessibility to graduates of private and state colleges and universities within the province



Touching the lives of our Rural BPO employees

Increased annual income by 33%

Budget for travel

Opened personal savings bank account

Generated capital for small businesses



Payment for school tuition fees



Payment for family member's hospital bills

Purchased private vehicle for the family

Generated savings for home renovation



Settled existing loans

Capacity to purchase personal belongings

Savoring their successes

The employees tell their stories



“I’d never heard of Rural BPO before, but because it was in Tanjay, my hometown, I took a risk [and applied]. It’s amazing to be close to home.”

Venice Manso

Officer-in-Charge for HR, Telephone Operators, RTP-CRP and Seibel



“With what I am earning with VKPO, I am now the family’s breadwinner; I am able to pay off old debts, home bills, and I can now buy more groceries!”

Hannah Rodriguez

Human Resources Administration



“Working for Accenture helped me do what I want to do which is writing. By working here, I was also able to send my daughter to a private school.”

Juniet Sayson

Marketing & Communications

CSR meets



business goals

Together, we can make a difference.

To know more about Rural BPO, you may contact
Marixi Carlos margarita.m.g.carlos@accenture.com
Jao Ongpauco joanne.a.ongpauco@accenture.com



Appendix

A large, blue, 3D-style arrow pointing to the right, positioned behind the text.

High performance. Delivered.

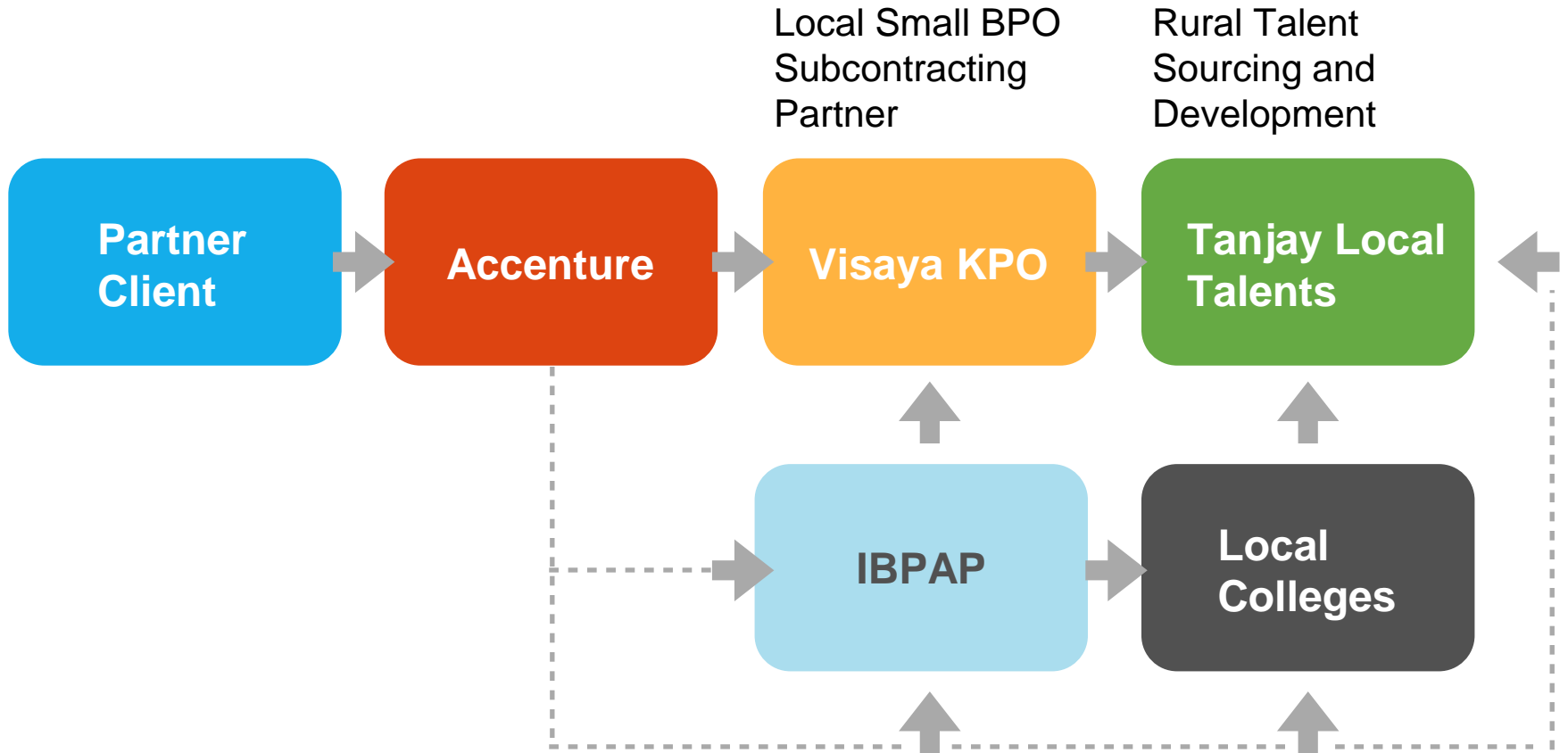
Strategy | Consulting | Digital | Technology | Operations

About our partner, the Visaya Knowledge Process Outsourcing



- In 2007, Visaya KPO began with 7 seats which grew to a 300-seat operation today, under the leadership of Butch Valenzuela. We have facilities in Makati and Tanjay, Negros Oriental.
- 2013, we embarked in a partnership with Accenture on this Rural BPO project. Since then, the experience in Tanjay City has netted the following results:
 - Our people in the rural area of Tanjay continue to surprise and exceed the expectations of our clients, partners and other business parties
 - Excellent comprehension and good analytical skills
 - Outstanding fluency in written and spoken English
 - Dedicated to work and to the Rural BPO initiative

The Rural BPO Business Model



Accreditation and certification of the site



PEZA-accredited IT building

- 5,000 Square Meter Facility Minimum
- HIPAA-compliant environment

VDI Environment

- Data is accessed from Accenture Data Center through virtual desktop that makes the data more secure
- Disaster Recovery can be as low as 4 hours

Data Privacy

- Capable of complying with background check and information security requirements commensurate with Accenture standards

Certifications

- Secretary's Certificate of Compliance to minimum requirements for existing IT Facilities
- Environmental Compliance Certificate issued by the Department of Environment and Natural Resources / Environmental Management Bureau
- Latest Fire Safety Inspection Certificate
- Favorable endorsement from the IT Park developer / operator



Some Quick Facts about our Rural BPO site

Where is our Rural BPO facility in the Philippines?

30 kilometers north of capital Dumaguete City
2010 census population of 79,098 people.

What is our current seating capacity?

~ 100 seats available
+ 150 seats expansion (via 6 months fit-out)
+ 200 seats expansion

What are the capabilities of the employees in Rural BPO?

Sales and Marketing	Help Desk Functions
Lead Generation	Back Office Support
Collections	General Business Processes
Customer Care Services	Finance and Accounting
Survey	Writing and Communications
Information Research and Verification	Design and Layout
Appointment Setting	IT Support
Scheduling Assistance	Medical Transcription
Inbound Tier 1 Technical Support	Medical Coding
	Billing and Revenue Cycle

Certifications and Standards



The impact and the potential of Rural BPO



- Increased corporate social responsibility involvement



- Capacity to grow to 500 seats



- Improved skills and capabilities through continuous training



- Low attrition rates and minimal tardiness



- Currently running voice and non-voice work: Back-office, data entry, reports analysis, reports generation, creative writing, journalistic writing, helpdesk support, and outbound sales.