



# iQor Philippines

Dasmariñas Center of Excellence: The Higher Quality, Lower Cost Solution



## **Achieve Up to 45% Reduced Costs Without Compromising Quality**

Rising costs. Increased global competition. Lower margins. It's no wonder so many Fortune 1000 companies are searching for ways to lower costs without sacrificing service quality. Many of these companies, including some of the world's best known brands, turn to the Philippines.

## **Why the Philippines?**

### **Call Center Capital of the World**

The Philippines recently beat out India for the title of call center capital of the world, employing over one million Filipinos in the Business Process Outsourcing (BPO) or Information Technology (IT) industries. Expert analysts predict BPO industry revenue to top 25 billion dollars in the Philippines by 2016.

Currently, 5% of the country's GDP is produced through call centers. It is expected that 11% will come from the BPO industry by 2020. Filipinos value education. With a 95% literacy rate, the highest amongst major offshore contact center markets, the Philippines produces 500,000 new college graduates each year, many of whom are eager to begin their professional careers in customer service.

### **"Kapwa" Service Orientation**

The concept of Kapwa is deeply ingrained in Filipino culture. Loosely translated as the shared-self, Kapwa is manifested in an ethos of sharing, seeing and caring for others as oneself. It begins to explain why service delivered from the Philippines rates among the very best in the world.

### **3rd Largest English Speaking Country in the World**

Filipino children grow up watching American television. They know American culture and speak clearly articulate English with minimal accent, allowing agents to handle calls with ease and fluency.

*"A quiet revolution has been reshaping the call center business: the rise of the Philippines, a former U.S. colony that has a large population of young people who speak lightly accented English and are steeped in American culture."*

**- The New York Times**





# iQor Expertise

- **Over 16 years of experience in the Philippines**

- More than 10,000 agents
- Service over 100 blue-chip clients

- **Inbound and outbound voice support**

- Customer care
- Level 1 & 2 technical support
- B2B customer support
- Inbound sales support
- Bill and service questions
- Payment processing

- **Non-voice customer support (e-mail, chat, social media)**

- **Back office services**

- **Receivables management**

- **Presence in Attractive, Low-Cost Labor Markets**

- Dasmariñas
- Clark Economic Zone
- Davao



# World's Top Brands Choose Dasmariñas

iQor was a pioneer in outsourcing to the Philippines. In 1999, it opened one of the very first English-based contact centers in the Philippines to serve the U.S. domestic market. Since then, iQor has become the outsourcing partner of choice for some of the world's leading brands seeking to take advantage of the cost savings and superior customer service that only the Philippines can offer.

Our Dasmariñas Contact Center opened in the fall of 2013, and provides services to five of the top Fortune 100 companies. Additional expansion in 2015 will create jobs for more than 1,250 agents.

## **Robust Scaling Capacity**

iQor is scaling its current facilities to make room for more agents. Servicing the accounts of leading corporations, iQor is adding an additional 65,000 sq. ft. to its current contact center in Dasmariñas. The expanded facility will reach 195,000 sq. ft. and employ over 5,000 by the end of 2015.

## **Highly Qualified Candidates Ready to Hire**

Using iQor's proprietary hiring tools and methods, agents are screened through Qfit, an aptitude test that ensures all new agents fit the iQor mold. With an excellent emphasis on education, the Philippines produces prime candidates for hire.

## **Nearly 50% Higher Retention Rates**

iQor has 50% higher retention rates in comparison to similar BPO service providers in the National Capital region.

## **Easy Access to Mass Transit**

Situated near transportation hubs and local hot spots, iQor's location is attractive to targeted candidate demographics.

## **First in Dasmariñas**

As the first agency of its kind to locate in Dasmariñas, iQor has a strong relationship with local government authorities.

## **Attractive Recruiting Market**

iQor occupies preferred commercial space at the hub of Dasmariñas, giving it exclusive benefits as it relates to world class infrastructure, access to transportation terminals and prime location for attracting new prospects.





# World's Top Brands Choose Dasmariñas

## Why Dasmariñas

### **Central Location**

Favorably located 30 km from center-city Manila and 140 km from Clark, established counter-flow traffic patterns attract candidates from both Dasmariñas and Manila suburbs.

### **Protected From Natural Disasters**

Naturally situated outside the typhoon belt and served by natural drainage systems, the city has proven impervious to floods. The iQor site is located 80 km above metro Manila, providing a safeguard against flooding and weather-related issues.

### **Educated Talent Pool**

With a population of over 700,000 residents, located by a dozen local colleges and universities, the area offers a broad, well-educated labor pool for expansion and growth.



## **Outsourcing Customer Support**

### **The Higher Quality, Lower Cost Solution**

---

iQor is a global provider of business process outsourcing and product support services with 32,000 employees in 17 countries. We partner with many of the world's best-known brands to deliver aftermarket product and customer support solutions that span the consumer value chain from customer care and receivables management to product diagnostics and repair services. Our award-winning technology, logistics and analytics platforms enable us to measure, monitor and analyze brand interactions, improve business processes and find operational efficiencies that lead to superior outcomes for our partners across the customer and product lifecycles. For more information, please contact [sales@iqor.com](mailto:sales@iqor.com), visit us at [www.iqor.com](http://www.iqor.com) or follow us on Twitter @iQor.