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GENPACT INDIA



Introduction

The Genpact India case is a useful study of the difficulties and approaches to the management of a BPO multinational company. This paper examines strategies used by Genpact India to create a niche for itself as BPO sector player, structures put in place together with strategic directions that were taken in the course of its evolution.



The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Ottoman period. The scene shows a wide harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden sailing ships with multiple masts and sails are visible. The middle ground features a large, walled city built on a hillside, with numerous domed buildings and minarets. The background shows rolling hills and mountains under a sky with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 19th-century historical painting.

Background

Genpact was originally established as a GE Capital company in 1997 and was a transaction processing services captive. Having gained the knowledge in process excellence and analytics the company became an independent BPO provider in 2005.



Operational Scalability

That in essence became the dilemma that required business growth for Genpact India while at the same time establishing quality procedures.



Conclusion

Thus, BPO Genpact India case bring into prominence the tenet of agility and innovation in the BPO business. Coping with operational and workforce issues successfully, Genpact India became an example for other companies in the outsourcing field. For information on more cases and solutions to them, check with thecasesolutions.com.



Resource

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