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PHILIPPINE CONSULATE GENERAL

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## CONTACT CENTER INDUSTRY: On Almost 90% Workforce Productivity Amidst Pandemic in PHL



(Photos were taken during the livestream session. Photo credits: Joss Leaño)

14 September 2020, Los Angeles – As part of its effort to continuously promote the country's Information Technology and Business Process Management (IT-BPM) sector, the Philippine Consulate General in Los Angeles supported the conduct of the 5<sup>th</sup> installment of the “*Global Business Processes Powered by the Philippines Webinar Series*” held on 10 September 2020 via Zoom.

The 5<sup>th</sup> session dubbed, “*Setting-up Your Call Center Overseas: Ensuring 24/7 Support to Serve your Client's Needs*” was moderated by none other than the Consulate General's Economic Officer Consul Rea G. Oreta.

Resource speakers were Mr. Butch Valenzuela, member of the Board of Directors of the Contact Center Association of the Philippines (CCAP); and Ms. Sarah Machan-de Silva, Chief of Staff of Alorica Asia-Pacific.

Mr. Valenzuela proudly shared that the Philippines has been able to provide world class service to world-renowned firms based in North America, Asia and Europe. He also remarked that, “IT-BPM's voice-based or contact center subsector has been recognized as the world's No. 1.”

Recent data would show that, of the US\$25 billion revenue generated by the IT-BPM sector in the PHL, 60% come from the contact center sub-sector, which is equivalent to US\$15 billion. In terms of workforce, contact centers provide 64% or 900,000 jobs out of the IT-BPM's job contribution of 1.4 million.

As it stands, the contact centers' projected growth in revenue and workforce are 3.3% to 7.4% and 2.8% to 6.7%, respectively. During the Philippines' enhanced community quarantine due to the CoViD-19 pandemic, contact centers in the PHL sustained and

even scaled up operations to support global clients in various industries. The industry has quickly adopted the work from home arrangement, allowing 50% of its personnel to work remotely. Today, contact centers are on almost 90% workforce productivity as the PHL economy readies for a comeback.

CCAP is the umbrella organization of Philippine contact centers which works towards maintaining the country's position as the leading voice-based service provider across the globe. CCAP also facilitates exchange of technology innovation.

In her presentation, Ms. Machan-de Silva talked about the contact center business life cycle, which includes marketing or sourcing followed by hiring, training, nesting, operations (production, quality, efficiencies) and operation cadence (improvement, retention and innovation.) She shared Alorica's positive experiences in the Philippines in almost all cycles and lauded the presence of many call centers in various provinces of Luzon, Visayas and Mindanao.

According to her, aspiring call center owners should factor in operational assumptions such as work type and description, operating hours, volume of work, measurements of success, ratios of leaders to agents and telephony set-up.

Currently, Alorica has offices in 14 countries, including in the Philippines, offering front-line agent and corporate support positions.

Identified as an essential service, the Philippine Government strongly supports the IT-BPM sector as its offices resume operations under the "new normal" and continue to provide incentive packages for IT-BPM businesses to bolster its robustness amidst economic challenges brought on by the pandemic.

The Global Business Processes Webinar Series started on 13 August 2020 and will continue to run until 01 October 2020.

Representing the Consulate General were Consul General Adelio Angelito S. Cruz, Trade Commissioner Eric C. Elnar and Information Officer Mary Grace "Joss" D. Leaño. END.