TeleTech India is a 50-50% joint venture with Bharti Enterprises and TeleTech. TeleTech India has been formed in April 2003 with the purpose of providing onsite and offshore customer management solutions to multinational companies. The assets of Bharti’s existing customer management solutions subsidiary will come under TeleTech India. TeleTech, with 31,000 employees, is a NASDAQ listed, $1 billion global service provider of customer management solutions. It targets the front and back office business process outsourcing in the areas of customer management. The verticals in which TeleTech operates are financial services, transportation, communications, government, healthcare and travel, in countries across North America, Asia-Pacific, Europe and Latin America. TeleTech provides expertise in providing customer management solutions. The company is a peer of Convergys.

Bharti Enterprises is the leading telecom player in India. Apart from being a telephone service provider, it also manufactures and exports telephone terminals and cordless phones. The extensive communications network of Bharti will provide a sturdy telecommunications infrastructure.

One strength of the joint venture is that there is no borrowed capital. Further, through this joint venture, Bharti will become a CRM major in addition to being a telecom major. There are other reasons also which have motivated Bharti to go for this joint venture. Since BPO is a telecom-enabled service, it was a natural extension for Bharti. Secondly, it is already in the service business, hence, it could enter the BPO business with an ease and comfort gained only through experience. Lastly, the company had the necessary resources to afford scalability, organically as well as inorganically, as and when the need arose.

TeleTech India plans to offer the entire spectrum of BPO services ranging from back office administration (including credit and collections, account maintenance, application processing, claims processing, asset management, document management), sales and marketing (including database marketing, marketing support, web sales and marketing, customer management and provision of infrastructure support services (real estate site selection, facility layout and design, training, human resources support, technological assistance and other aspects of setting up and operation of contact centres). The company would especially focus on human resource training programmes to better the industry customer satisfaction standards.

The company is also going to lay emphasis on three fronts. The first one would be to offer multifaceted solutions to the customer, wherein it could also look at the option of moving up the value chain, as the cliché goes. The second focus would be on developing leadership and the lastly it would be offering services across multiple geographies.

TeleTech India currently has two clients. The first facility, capable of housing about 700 employees, is under development in Gurgaon (Haryana). In the next three years TeleTech is expected to expand into a company offering multiple facilities, with a pan-India footprint. It has zeroed in on Mumbai to open up its second centre.
Start-up Year: 2003
Approximate Revenues: NA
Approximate Headcount: 700
Area of Operations: Call centre, web services, sales and marketing, technological and HR assistance
Locations: Gurgaon
CEO: Sanjay Kapoor
Promoters/Owners and Funding: Joint venture between Bharti Enterprises and TeleTech