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CallPoint launches a blog dedicated to the BPO industry

On week 43, CallPoint has launched a new blog entitled "Multilingual BPO". It's an English blog dedicated to the community of business process outsourcing professionals around the globe – with an Eastern Europe approach. We have asked Grégoire Vigroux, one of the main blog authors, to describe the blog in more detail.

Who are the authors?

For the time being, the authors are top managers from CallPoint New Europe – we are a leading call center and BPO operator in Romania. But we will introduce external authors within the next 6 months, as it is important for us to draw on a wide range of industry experience and knowledge.

Why did you choose to launch a blog outside of the CallPoint brand?

Our aim is not to use the blog

to promote CallPoint. We want to provide objective information about our industry and its trends. For us, this is a matter of objectivity and credibility to remain neutral as much as we can. For this reason, we decided to create a separate domain and name.

Why did you make a blog?

In both Romania and Bulgaria – where we have delivery centers – the BPO industry is a fast-moving business which is serving millions of clients across Europe and North America. As BPO professionals working in this part of the world, we are in the middle of a booming industry, for which we have figures and interesting stories to tell. A blog is the best way to tell the story of this growth.

How the idea of starting a blog came up?

The idea of creating the blog

came up after many professionals asked us to provide some data and our views about the BPO and call center industries.

We have been frequently asked from Romanian journalists to provide about figures about the industry. As there is no BPO and call center professional association in Romania, journalists are consulting us frequently. Some of the last posts, such as "Romanian contact center industry: outstanding growth despite the crisis" and "Call center debt collection booms in Eastern Europe" give journalists some precise and relevant data which can be used for their articles.

Secondly, we want to answer frequently-asked questions from local and international clients, such as what are the multilingual capacities in Eastern Europe's contact centers, or outsourcing for specific branches which are booming, such as ecommerce.

Why is your logo a bridge?

Bridges evoke themes of connecting people to new shores, where they can experience new cultures and communicate with new people. And these are precisely the values our blog intends to spread.

What would be your last words for our readers?

Well, I would suggest all Business Review readers who are professionally involved in the call center and BPO industry (both clients and providers, as well as journalists looking for journalistic contents) to visit www.multilingual-bpo.com and subscribe, in order to receive the weekly posts.

I would also like to take this opportunity to invite them to leave some comments on the posts, as we want them to share professional their experience and knowledge with our readers.