



# RECRUITMENT PROCESS OUTSOURCING IN BANGLADESH

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# Letter of Transmittal

Wednesday July 26, 2017

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## **Submission of Internship Report**

Dear Sir:

I am happy to submit you my internship report on Recruitment Process Outsourcing in Bangladesh. During this span of three months time, I have worked with dedication to meet the needs of the course and follow the guidelines of my supervisor to prepare this report. The internship program helped me to gain global knowledge on recruitment process and identify the outsourcing opportunity exist for Bangladeshi professionals in the international market.

This is an original work and I would be available to explain any query from the outcomes of this report.

Thank you for your kind support.

Yours sincerely  
Julius Acharyya  
Student ID: 15364021

## ACKNOWLEDGEMENT

GOD is the wisdom and all the knowledge in the world comes from HIM. First and foremost I would like to thank my savior Lord JESUS CHRIST from whom I receive daily grace and unmerited favor to progress and prosper in life. I could not come this far without the unconditional support of my parents, my beloved wife, and my brother, my sister in law, our housekeepers and all the members of my extended family.

Second of all, I would like to thank my mentors Mr. Aziz Chowdhury and Mr. Michael Pupillo (Co-Founders of ExecRPO) for giving me the opportunity to be a part of ExecRPO family. They have trusted me as a person and also as a professional to help building this startup venture by training in the various prospect of recruitment industry in the United States, communication skill building for international clients and empowering to think and act like a leader in the vicinity of our venture. Our team members at ExecRPO especially Mr. Aminul Alam (Founding Member), Mr. Tauhid Zaman, Mr. Rajesh Maibam Ebo and Mr. Cyrus Adhikari provided me unmatched and unparallel support to help support this research findings. When you hear your team members saying “Finish your report brother, we are taking care of the work”, it helped to create a sense of belonging with each other and that is not just another professional ties. I am truly proud of my team.

Last but not the least; I would like to thank my internship instructor at BRAC University, Dr. Suman Paul Chowdhury to actively support me in preparing this report. His structural feedback and encouragement to the exposition of this report was truly inspiring. Nonetheless, all the faculty members at BRAC University guided me to think out of the box and ignited the spirit of learning. This is practice will help me to embrace on continuous learning and development in the coming years of my life. The administration and supportive staff at the BRAC University gave a new meaning of service with their relentless efforts to support students. I wanted exhibit my gratitude by writing a few words for them as well.

# **CHAPTER 1: INTRODUCTION TO RECRUITMENT PROCESS OUTSOURCING IN BANGLADESH**

We live in the era dominated by information technology and the information is treated as gold mine by business leaders of the world. The right information at the right time and at the right place can change the entire landscape of a business. We have seen incredible growth of small-medium business in the last decade. Facebook, WhatsApp, LinkedIn were start-up business during this period, turning into mammoth size corporation in no time. Their primary idea of business is surrounded by information technology. This report is about business transformation through information technology and how Bangladesh can add value to small medium businesses across the globe.

Business process outsourcing (BPO) is no longer a new idea for businesses around the globe. The process involves support service for firms at a cheaper price. India the neighboring country of Bangladesh has marked their dominance into this world way ahead of Bangladesh. Falling short to competition, Bangladesh reacted quickly through innovation in outsourcing services. Unlike generic BPO services like data entry, logo designing, picture editing etc. Bangladesh is now offering specialized services like recruitment process outsourcing to global firms.

Recruitment process outsourcing (RPO) involves designing and implementing recruitment programs by a third-party service provider. This outsourcing firm undertakes the responsibility of finding the right candidate for the company, promoting the job to a potential candidate, influence the candidate to submit application, setting up preliminary interview, test behavior and personality through questionnaire, reference and background check of the candidate, negotiate salary and benefits, assist relocation of candidate etc. This process is time-consuming and costly for many startup companies in the international market.

This report describes the value proposition offered by the RPO services from Bangladesh to small-medium businesses in the United States and other developed nations at a strategic price point and how the talents of this country are providing around the clock remote assistance to

global clients. This specialized service will generate employment and women empowerment in our country. This study could be an exemplary in this unique business sector in Bangladesh.

## CHAPTER 2: ABOUT ORGANIZATION

ExecRPO is a growing startup company dedicated to providing their customers with high-quality candidate lead generation support. The companies utilize ExecRPO's products to improve the effectiveness and efficiency of their recruiting process. Their quick turnaround and high-quality support allow them to better understand their target candidate marketplace, provide access to a wider range and variety of candidates and enable recruiters to provide a more proactive recruiting experience for their clients.

The ExecRPO team has a focus in recruiting management, specialization and talent acquisition by:

- Experienced across many vertical industry with specialization in life sciences, consumer, industrial, information technology and financial services.
- Functional professional level with experience across all positions including specialization in Sales, IT, Operations, Marketing, Finance, R & D, and Human Resources.
- Flexible, scalable recruiting services and solutions that share/mitigate risk and reduce cost per hire.
- Global reach and capability when needed that carefully considers local market differences while ensuring universal consistency of process, reporting, and quality.

With combined experience in delivering quality recruitment services, ExecRPO is dedicated to helping small businesses grow and succeed. They believe in keeping things simple. When a client needs the talent to help grow their business, ExecRPO can help them to obtain it. ExecRPO has been designed to deliver recruiting support services quickly and at a reasonable price-point. Their flexibility is a key element of their customer satisfaction. At ExecRPO, their vision is to be the leading global provider of professional level RPO solutions known for outstanding service delivery, relationships, results and thought leadership. Some of the products offered by ExecRPO are:

## **TALENTSCAN**

TalentScan solution pro-actively maps target marketplace and quickly generates a list of candidate's ready to be contacted and it can be customized based on specific needs of the clients.

## **TALENTSCAN PLUS**

ExecRPO personnel reach out on client's behalf and turn targets into applicants. It is a fast and efficient way to keep clients pipeline filled with talent (both active and passive) so that they can hire the best from the market place.

## **TALENTSCAN PRO**

ExecRPO dedicates resources to organizations and ensures that results are delivered on an ongoing basis. It is a cost effective and reliable service that ensures the work gets done while client's team is focusing on the high-value work.



## CHAPTER3: RESPONSIBILITY AS AN INTERN

I am one of the founding members of ExecRPO, a USA based start-up recruitment process outsourcing firm located in Seattle, Washington. The company's operation and marketing activities take place in the virtual environment and currently, all the members are from USA and Bangladesh. The company launched in the year 2016 and successfully completed its first year of operation in March 2017. I am the Director of Sales and Marketing in this company.

My contribution helped the company to earn \$75,000 and grow from a team of 2 to 7 personnel in the first year of operation. Currently, ExecRPO is serving Fortune 500 companies from Washington and New York, Not for Profit organization under United Nation umbrella and much more. My areas of expertise include:

- New Business Development
- Website Content Development
- Lead Generation
- Social Media Strategist
- Online Market Research
- Virtual Assistance
- Client Management
- Virtual Team Management
- Talent Acquisition
- Email Marketing
- Project Management
- Recruitment

The job description of sales and marketing department at ExecRPO are as follow:

- ✓ Design, plan and implement overall sales and marketing activities of ExecRPO. This core activity procedure includes:
  - Designing workflow of activities, allocate resource for set activities, place timeline for each activity and calculate overall time period for project completion
  - Create standard operating procedure for each activity and get approval from senior management for implementation
  - Research the internet to develop new products and services based on market demand
- ✓ Communicate needs during the project implementation phase by emails, text messages and schedule phone calls with senior management for effective and efficient decision making. Fully participate and contribute to problem-solving discussion to process improvements

- ✓ A carefully crafted combination of sales and marketing activity is vital for successful business growth. Thereby, we follow 15 days of sales activities and the other 15 days for marketing activities in our company. A typical sales activity includes outreaching our client base with services that we offer currently. For marketing activities, we do branding of website, posting on social media platforms such as LinkedIn, Tweeter etc
- ✓ Use of different tools such as LinkedIn, Indeed, CareerShift, Mail Chimp etc to gather data, generate reports and prepare need base TalentScan worksheet for our clientele- Falls under Sales activities
- ✓ Maintain ExecRPO website, LinkedIn and other social media profiles by uploading contents, replying service queries, tracking traffic, posting internet base articles etc.
- ✓ Engaging target audience by summarizing knowledge base blog posts from different websites focusing on recruitment such as HBR, Business Insiders, TLNT, Hunt Scanlon Media, ERE Daily, Sourcecon, HubSpot etc
- ✓ Manage companies Applicant Tracking System (ATS) and regularly post and update jobs by clients from Reflik. The activity includes designing questionnaire based on client requirements, editing and plugging job description to our ATS and posting jobs to different job boards. The activity also includes communicating with interested candidates, set up meeting calls; negotiate compensation and benefits and storing candidates profile into our ATS Requisition. The activities in ATS also helps in building TalentScan worksheet for clientele
- ✓ Work closely with operations team, compiling and analyzing data from them to realize needs of our client in order to understand trends and build a big picture understanding of the target marketplace which will help in devising new services

- ✓ Ensure quality of work by reviewing accuracy of information, appearance of documents and eliminating typos, grammatical mistakes, and other details
  
- ✓ Find and recruit new talents, provide training and improve skill levels in order to participate in future projects
  
- ✓ Storing files in draft or final folder in our cloud base application (DropBox) system with appropriate naming convention by the organization

## CHAPTER 4: MAIN REPORT

### 4.1 LITERATURE REVIEW

Recruitment Process Outsourcing (RPO) is a form of Business Process Outsourcing (BPO) where an employer transfers all or part of its recruitment processes to an external service provider. RPO partners become a virtual extension of the client's Human Resources department. [1] The RPO provider offers high volume, end-to-end recruitment services. The RPO is often involved in the full lifecycle of recruitment, from when the requisition first opens through post-hire activities, ultimately impacting employee retention. To drive interest and attract quality talent, the RPO provider brands all recruitment activities as the client company. An RPO provider takes ownership of the entire recruitment process, generating savings for the client in time, efficiency, and resources. Companies who engage an RPO provider to streamline their recruitment process, decrease cycle times and costs, increase candidate quality, improve compliance, and measure results. RPO is particularly suited to companies with ongoing, high volume recruitment needs.

Partnering with leaders within the organization, an RPO provider analyzes the recruitment function from a strategic perspective, recommending and implementing adjustments where necessary. By outsourcing recruitment to an expert source, the company can fully focus on strategic, revenue-generating activities. To ensure efficiency and performance, the company's RPO partner should provide periodic reporting to measure the program's success.

RPO is best suited for companies requiring scalable recruitment resources or centralization within their recruitment function. An RPO can efficiently provide expanded resources, expertise, best practices, and process consistency—all translating into cost savings and efficiency. By implementing a consistent process across recruitment initiatives, a company can also ensure legal compliance and aid decision-making. With an RPO provider in place, the client may then dedicate resources to strategic business initiatives, rather than administrative or transactional recruitment functions. [2]

## **4.2 PURPOSE OF THE STUDY**

Bangladesh based RPO professionals provide services to primarily small-medium businesses mainly in the USA market. Their major focus is on supporting recruiting activities. The main product is a candidate pipeline list, mapping skill sets and helping companies to hire top talents at low cost. An RPO specialist builds a list of potential candidates for a client who is looking for candidates for a specific role. The client can then reach out directly to the candidates to see if they are interested in the role or they can engage RPO professionals to work for them. The three competitive advantages in doing this work from Bangladesh are 1) They can provide around the clock services for clients 2) The professionals can work remotely from home saving operational costs and 3) Offer services at an attractive price point unmatched to the rest of the world.

## **4.3 OBJECTIVES OF THE STUDY**

- To identify BPO prospect in Bangladesh
- To understand RPO concept and its implementation from Bangladesh
- To identify challenges of outsourcing sector

## **4.4 METHODOLOGY**

As the business concept itself is heavily relies on internet usage, the information is collected from various websites, newspaper article, and online journals and from companies focused on BPO and RPO. A section of this case study is dedicated to understanding RPO concepts and its growth potential. In the same segment, the overall challenges of BPO sector are discussed as RPO is a sub sector of BPO industry. Observation and exploratory research were carried out as there are few or no earlier studies to refer this topic.

## **4.5 OUTCOME OF THE STUDY**

This study will open the door for anew sector of business for Bangladesh. Till now, BPO is not a structural industry in Bangladesh with high potential to grow as equal as readymade garments

sector of the country. The nation has many youth populations. With an increasing number of graduates and low service costs compared to India and the Philippines, can take BPO sector forward. Bangladesh can reach the \$5 billion export target of the ICT ministry by 2021. [3]

The country has also emerged as one of the top five destinations for freelancing of IT services. Bangladesh is in an advantageous position and the country should not miss the chance to increase its international market share. A third of the nearly 1.6 million people of Bangladesh are between the age of 15 and 34 years and an increasing number are getting educated. BPO costs here are 40 percent lower compared to India and the Philippines and the government provides support to help this sector to grow. India has taken advantage of its demographic dividend through BPO, which has helped the country generate 2.8 million direct jobs. BPO also helped India fetch billions in exports. BPO offers significant opportunities to create jobs and diversify the export basket and move from the current dependence on ready-made garments. Bangladesh has attracted global attention because of its achievements in economic and social sectors.

The country makes progress despite corruption, nepotism, infrastructural problems, and negative politics. There is a regenerative Bangladesh, which is growing, making its presence in the global forum. It is one of the countries that are looked upon as the next growth center.

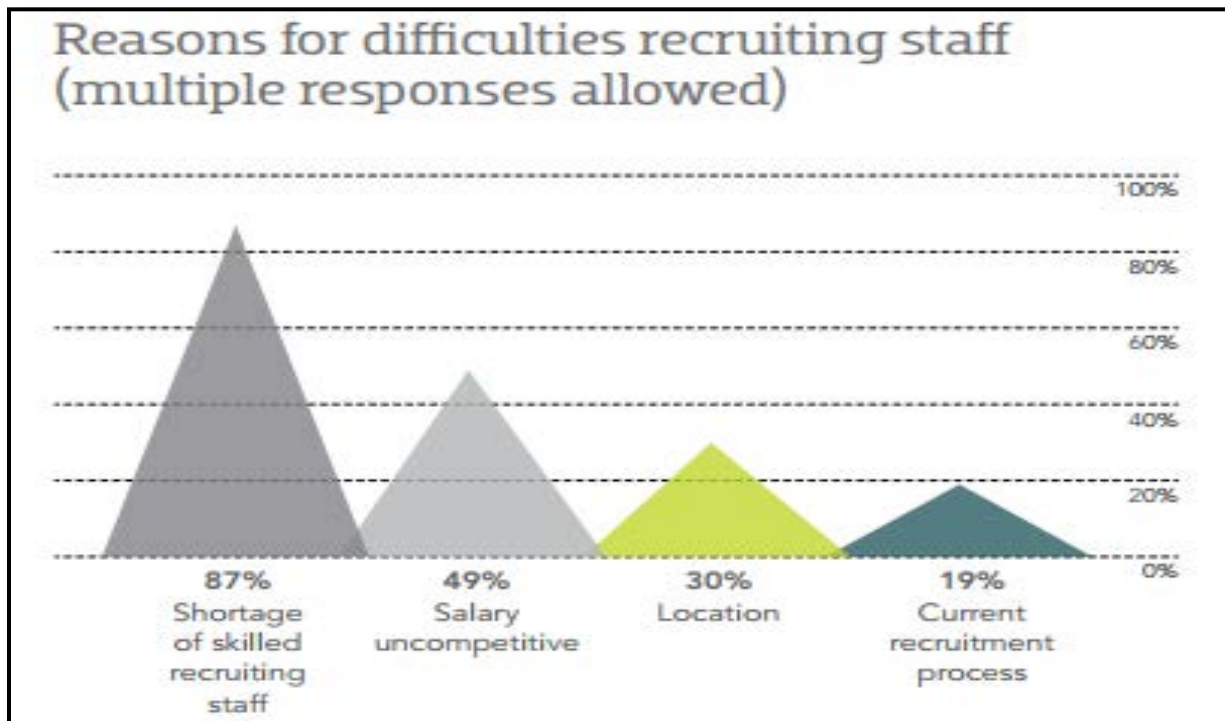
Bangladesh has one of the highest numbers of population in the world. The people are potentially creative minded that IT-enabled business can take advantage of. The government has taken up a number of schemes to promote IT education such as the Union Information Service Centre to train the youth. Building a network of Bangladeshis living in the West such as the US and Europe can enable the local industry to obtain contracts. Many of them are in a good position to influence decision making. Export earnings from IT reached nearly \$100 million at present. [4] This study will provide an insight to Recruitment Process Outsourcing (RPO) industry in Bangladesh, the opportunity exists in this growing prospect and contemporary requirements by its stakeholders.

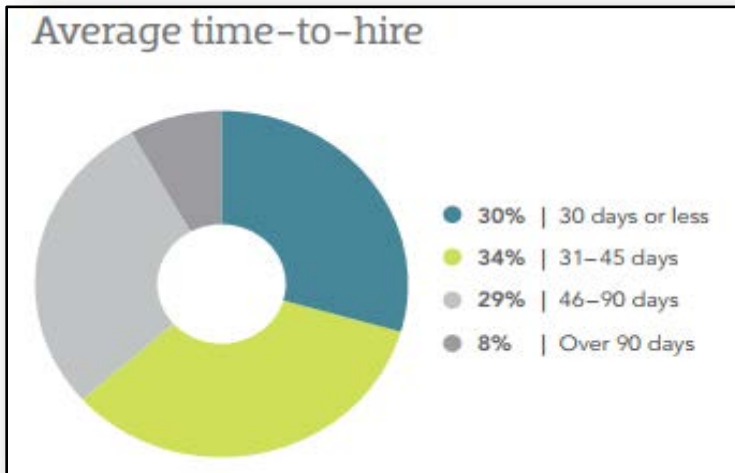
## 4.6 DISCUSSION OF THE MAIN REPORT

### 4.6.1 INDUSTRY INSIGHT (GLOBAL)

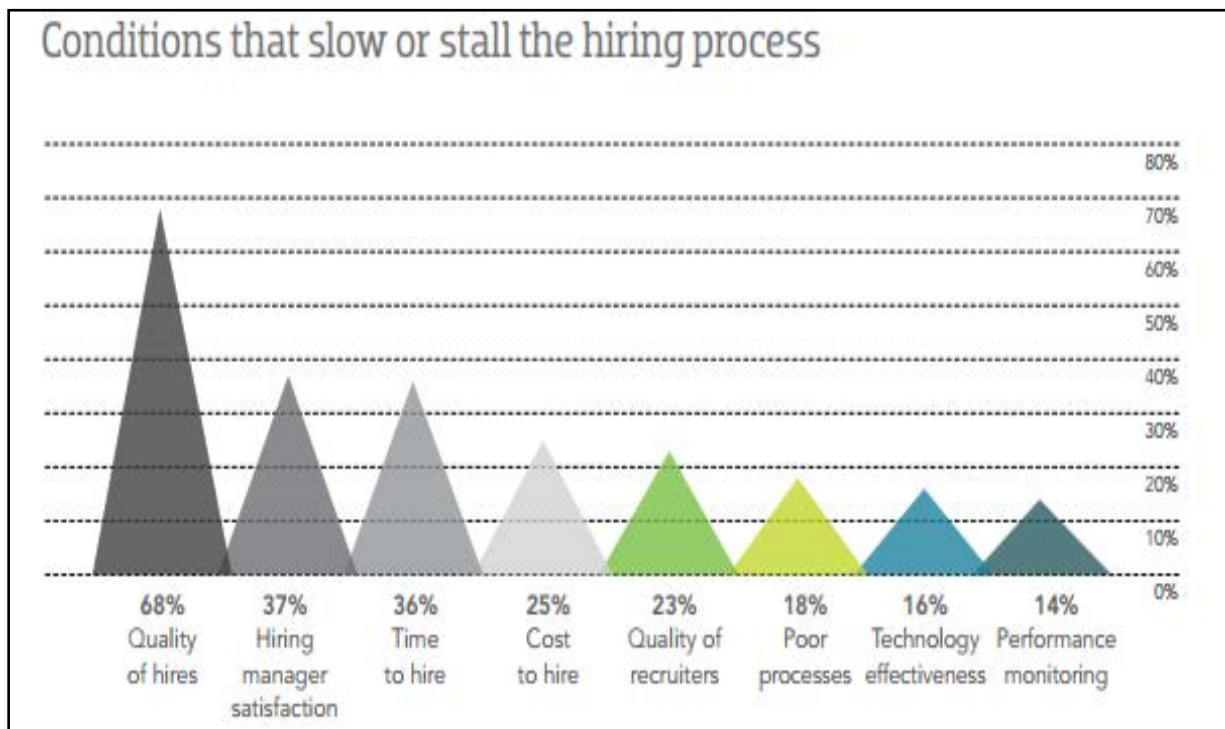
Even in the face of economic recovery in many global markets, recruiting top talent remains a major concern; a shortage of skilled labor continues to annoy hiring managers. As many recent studies confirm, among the biggest challenges HR professionals face is recruiting quality talent. The 2013 PwC CEO Survey reported more than half of US CEOs say a shortage of skills is a potential threat to growth this year. The finding of the industry insight covers views of senior hiring managers from small, medium and large organizations from the Americas, Europe, Middle East and Africa (EMEA), and the Asia Pacific (APAC) region (our target segment) [5].

A study by the Kelly Outsourcing and Consulting Group says Sixty-one percent populations have trouble recruiting staff, and of those 87 percent blame a shortage of skilled recruiting staff in the roles required. Other critical challenges include being unable to offer a competitive salary (49 percent) and offering an undesirable work location (30 percent)—both of which only sustain the all-important challenge of attracting and retaining top talent.

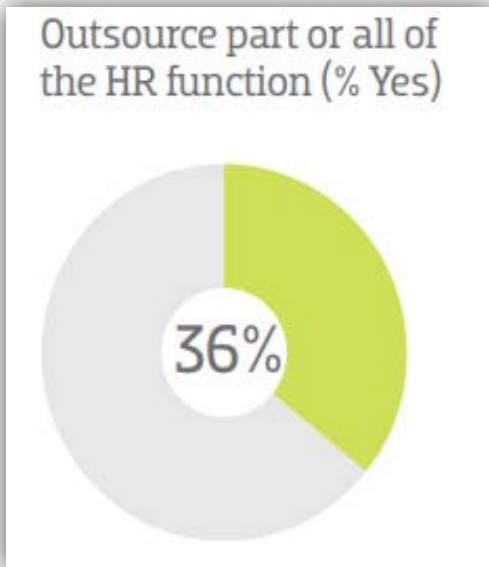




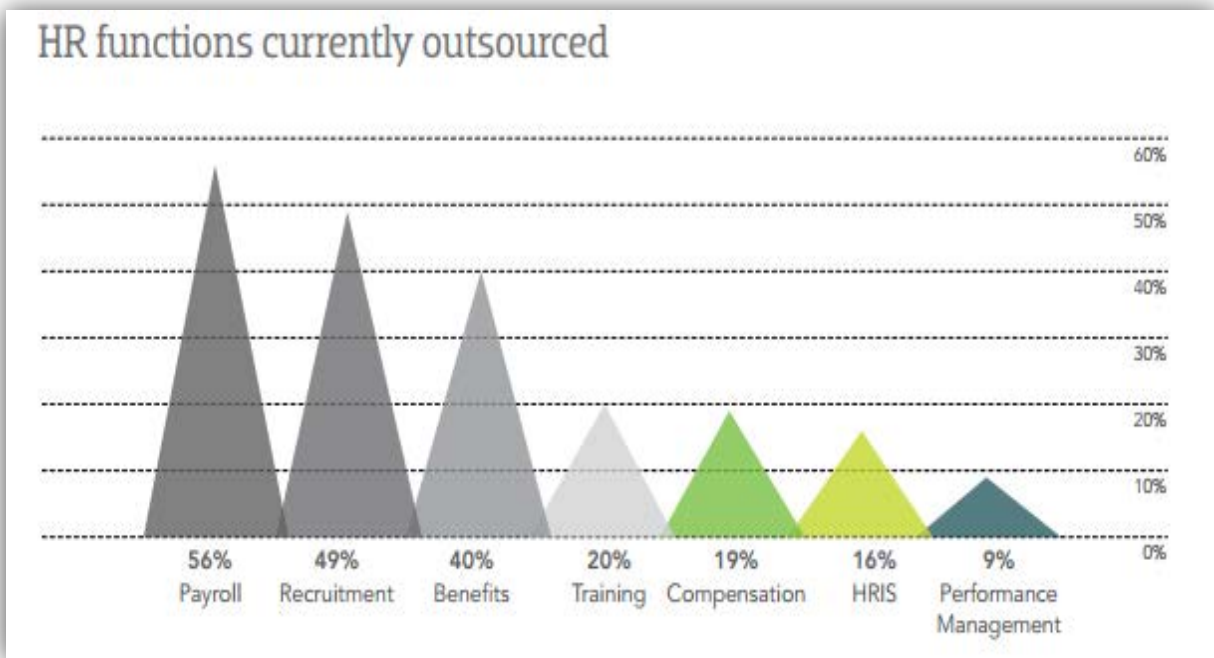
As a point of comparison, however, the Society for Human Resources Management reports the average time to-hire for large organizations—that with more than 1,000 employees—is 43 days. Time to hire for small organizations—defined as having fewer than 1,000 employees—is 29 days.)







Despite the growing complexity of HR functions, most companies still do not outsource HR functions. Only 36 percent say they outsource part or all of the HR function. Among companies that do outsource HR services, the categories most likely to be outsourced include payroll (56 percent), recruitment (49 percent) and benefits (40 percent).



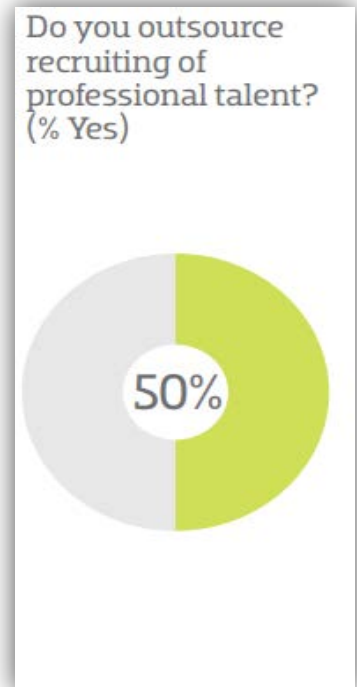
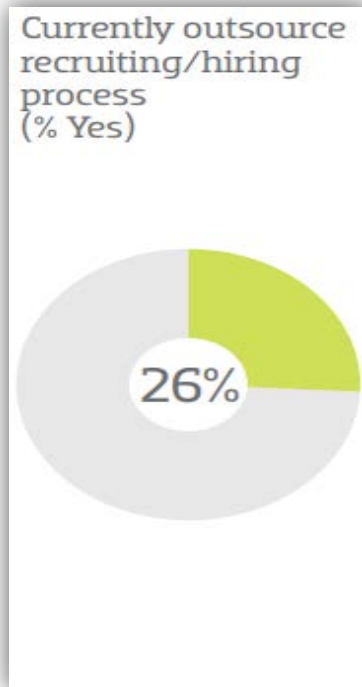
In the industrialized world, 40 million workers are unemployed according to the International Labor Organization—yet more than ever, companies are suffering critical shortages of key talent across the globe. A 2012 study by Oxford Economics shows the imbalance of talent supply and demand across the globe will deteriorate over the next ten years due to shortages disciplines, as well as regional imbalances of labor supply and demand.

Regions, severe talent shortages will define the next decade. For example, in the developed Asian economies the demand for talent in the business services sector will increase by over 50 percent, while the demand for talent in life sciences within the same region will rise by only 8.2 percent.

In North America, the energy sector will require a 22.7 percent bigger workforce, while the demand for talent in financial services will drop eight percent. Even in the face of relatively high levels of unemployment, recruiting professionals are still fighting to capture top talent—a heated competition that will not fade away anytime soon.

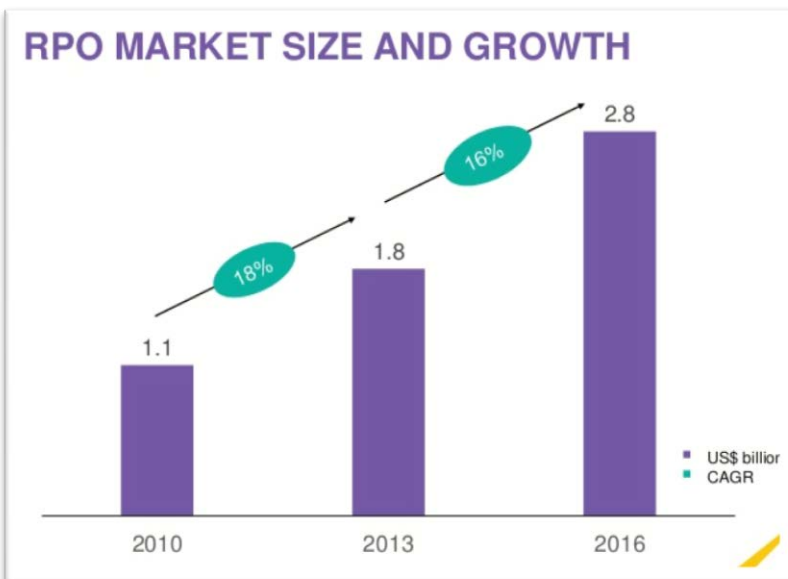
The complexity of the HR function—as well as the pressure to attract and retain high-value workers continues to stretch the resources and technology of in-house HR departments. Not surprisingly, well over half (58 percent) plan to use third-party recruiting firms to engage hires in coming months. Of those using recruitment firms to augment recruiting needs, the most common applications include sourcing, screening, and testing (86 percent), applicant and recruitment performance tracking (45 percent) and reference checking (43 percent).

In this case, third-party recruiting is a carved-out function, a tactic applied to parts and portions of the recruiting function. Almost 70 percent use outsourced recruiting for less than a quarter of their hiring, meaning outside assistance is likely only used for particularly challenging hires.



In the hunt for high-value talent and in particular so-called "knowledge workers" who work in fields like engineering, technology, and the sciences—companies are turning to RPO providers to outmaneuver the competition. RPOs offer dedicated infrastructure and expertise to find and secure scarce talent, and in many cases, operate across multiple employment markets.

### US RPO MARKET INSIGHT



Everest Group is one of the globally renowned consulting and research firm focused on strategic IT, business services, and sourcing. Their firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. A summary of key insight from their study on RPO industry in the United States is as follows [6]:

- I. The global RPO market is one of the fastest growing single process HRO markets. It touched the US\$2.4 billion mark in 2015, backed by a 17% growth rate over 2014
- II. Buyers headquartered in North America are the dominant adopters of RPO, followed by the United Kingdom. That being said, greater adoption by local buyers can be seen in some of the emerging RPO markets of Asia Pacific and Continental Europe
- III. Manufacturing, hi-tech & telecom, and financial services are the biggest adopters of RPO globally. The encouraging shift in adoption by industries, such as healthcare & pharmaceuticals, services, and retail, has added fire to the RPO growth engine
- IV. The market is witnessing separate, more targeted offerings around niche areas such as veterans, diversity hiring, and outplacement, by service providers. Not only does this help address buyer needs better, it also provides for differentiation for the service provider
- V. RPO continues to remain an intensely competitive and fragmented market. Providers from all backgrounds (staffing, broader BPO, and pure-play RPO) have tasted success in this fast-growing market

#### **4.6.2 BPO PROSPECT IN BANGLADESH**

BPO is relatively a new domain of employment in Bangladesh. It started with a limited number of outsourced call centers for international customers back in early 2000. However, landmark year of BPO industry was 2009 when Telecom industry took the lead and started outsourcing to local BPO service providers. Since then many companies local and multinational started outsourcing their back-office operations, which was highly pivotal in the inception of local BPO

industry. However, the predominance of call centers and customer cares in BPO industry do not signal real potential and capacity of Bangladeshi human capital. Bangladesh is a country that is producing every year nearly half million graduates in business, information technology, engineering, medical and humanities discipline. [7]

BPO is a growing sector worldwide with an industry worth over \$500 Billion pent-up demand. India, Sri Lanka, and the Philippines are currently leading the worldwide BPO industry where their market sizes are worth \$80 billion, \$2 billion and \$16 billion respectively.

To capture the worldwide BPO industry our country has the following advantages -

- Competitive cost advantage over other emerging countries
- Declared as a thrust sector by the Government of Bangladesh.
- Located in the geographically advantageous location in terms of Time Zone.
- Currently, only around 25,000 people are involved in the BPO sector in Bangladesh.

The industry and the Government of Bangladesh had captured the current picture and potential of the BPO industry. The industry associations Bangladesh Association of Call Center and Outsourcing (BACCO) is working closely with government to capitalize on the opportunities emerged for the industry. The government had already initiated handfuls of capacity development projects which will open up avenue of IT based outsourcing in Bangladesh significantly

#### **4.6.3 CONCEPT OF RECRUITMENT PROCESS OUTSOURCING**

RPO has garnered a lot of attention from companies looking to make the most of their hiring expenses. With a more customized approach to sourcing, screening, recruiting, and on boarding qualified candidates, even senior level positions can be filled quickly and efficiently. Recruitment process outsourcing allows outsourcing of internal recruitment activities in part or in whole to an RPO provider. The RPO firm handles the entire recruitment process from start to finish, including sourcing, screening, and recruiting qualified candidates.

#### 4.6.4 DIFFERENCE BETWEEN RPO PROVIDER AND STAFFING COMPANY

The primary difference between RPO and staffing company is that an RPO provider will take full control of the entire recruitment process and will assume responsibility for the results. When a contract with an RPO firm by a business, it can expect better candidate quality, more effective recruitment strategies, and greater flexibility. Unlike staffing companies that generally handle temporary or temporary to permanent assignments, RPO helps to recruit top quality candidates for even the most demanding positions. In addition, RPO uses a different pay structure. Rather than paying a contingency fee upon hiring, the company will pay an hourly or monthly fee based on specified needs and parameters. In this way, RPO is more accountable to deliver the quality candidates a company needs and generally the service is less expensive.

#### 4.6.5 REF [8] RPO PROCESS WORK

Recruitment process outsourcing is designed to integrate with business, understand company culture, and fine-tune recruiting process in order to deliver high-quality candidates that will fit well within the structure of a company.

**SOURCE-**RPO providers use extensive databases, networking, data mining, social media, and existing applications from applicant tracking systems to identify high-quality candidates for each position.

**SCREEN-** Rigorous screening of profiles, including background checks, reference checks, skill assessments and interviews create a pool of candidates that will be a good fit both for the position and for the company. Screening for cultural fit is also an important part of this process, ensuring that clients receive only candidates who will fit well within the current culture of the company.

**RECRUIT-** RPO firms specialize in recruiting both passive and active candidates to find the best person for the job. The provider acts as a brand representative, promoting a consistent brand

message, scheduling interviews, handling salary negotiations, and maintaining tight quality control.

**REPORT-** The firm remains accountable to the client and provides regular analysis of metrics such as cost per hire, time to fill, retention rates, and productivity.

#### **4.6.6 BENEFITS OF RPO**

In a fiercely competitive recruiting environment where companies are desperate to hire skilled candidates for demanding positions, RPO bridges the gap between traditional recruiting methods and current hiring demands. No matter how large or small the hiring need is, an RPO provider will:

- ✓ Whether a company needs 10 or 10,000 hires, RPO will help to find the best candidate for each open position by scaling solutions
- ✓ RPO lowers hiring costs by reducing or removing the need to maintain a full-time, in-house recruiting division.
- ✓ With access to the best recruiting technology, industry expertise, and a broad referral network, RPO can significantly reduce the amount of time it takes to fill each open position
- ✓ RPO solutions can be customized to meet the needs of each client. Whether they want to supplement their current recruiting process or outsource the whole project, an RPO provider can develop a targeted solution.

As one of the most effective recruiting solutions on the market, recruitment process outsourcing has the power to deliver the talent an organization needs to remain competitive in today's market.

#### **4.6.7 RPO FROM BANGLADESH**

Call centers in Bangladesh provide services for international companies located far from the country. Their inbound call center is in the central location of Dhaka city but the services are

enjoyed by the US or European customers. RPO services can be implemented using the same concept as call center services, thanks to the advancement of technology.

The sourcing, screening and recruiting of candidates and reporting to the client can be executed from Bangladesh at a much cheaper rate than any other part of the world using remote workforce. Candidates can be sourced using online job boards such as Indeed, Monster, Glassdoor etc. In these websites candidates from different location of the world upload their resumes in profile. A profile also contains important information such areas of interest and expected salary which is typically not included in a curriculum vitae or resume.

Recruiters also use various social media such LinkedIn, Facebook, Twitter etc. to research candidate's background. LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow members to establish and networks with people they know and trust professionally. As of April 2017, LinkedIn had 500 million members in 200 countries. Using social media platforms candidates can be reached with job post of their desire.

#### **4.6.8 CONCEPT OF TELECOMMUTING- THE REMOTE WORKER**

Telecommuting is synonyms for the use of telecommunication to work outside the traditional office or workplace, usually at home or in a mobile situation. This is a recent concept where people feel empowered to work in a way that suits them and suits the business. The popularity of Smartphone's and social media means that co-workers do not have to sit next to each other to communicate effectively. Encouraging different ways of working allows companies to reduce their rent and property cost which is the biggest challenge of start-ups.

A remote worker can carry laptops which they can use both at the office, at home, and nearly anywhere else. The rise of cloud computing technology and Wi-Fi availability has enabled access to remote servers via a combination of portable hardware and software. Improvement in technology and increasing popularity of Smartphone helped remote workforce to gain a significant advantage in their working style. With high-speed internet access to Smartphone, the



remote workforce can communicate with their peers for free using FaceTime, WhatsApp etc. It also features free international call facilities to stay connected with clients.

The technology to communicate is not advanced enough to replicate face-to-face office interactions. Room for mistakes and miscommunication can increase. According to media richness theory, face to-face interactions provide the capacity to process rich information: ambiguous issues can be clarified, immediate feedback can be provided, and there is personalized communication (e.g. body language, the tone of voice). Telecommuting requires the use of various types of media to communicate, such as the telephone and email. Emails have a time lag that does not allow for immediate feedback; telephone conversations make it harder to decipher the emotions of the person or team on the phone, and both of these forms of communication do not allow one to see the other person. [9]

#### **4.6.9 CHALLENGES OF OUTSOURCING SECTOR IN BANGLADESH**

Among all limitations of outsourcing in Bangladesh, some indicators are mainly responsible for creating this scenario, such as lack of proper educational background, lack of job-related skills, lack of proper guidelines, lack of high-speed internet facilities and weakness in English communication.

Although this sector has a prospect in Bangladesh there are different obligations and limitations such as lack of skilled manpower and IT expert. Foreign buyers are not being interested in our IT outsourcers because our professionals seek quick profits, without maintaining the quality of their works. Time overdue is a usual scenario in our outsourcing market. The International buyer wants their work to be completed at a high level of professional etiquette. Outsourcing professionals should take responsibility for their work and deliver on time services. The professionals, who maintain a favorable relationship with their buyers, have never faced a job crisis and other job-related problems. [10]

In Bangladesh, internet speed is a vital problem. To continue the outsourcing work and maintain regular communication with the international buyers, the availability of the internet is highly

needed, but our internet speed is unexpectedly slow and expensive. We should keep it in mind that prerequisite of outsourcing is the flexibility of internet connection and charges of the internet service.

Besides government initiatives relating to promoting outsourcing market, some private training institutions and organizations are conducting various training sessions that help the professionals to learn the reality of the outsourcing market. Training on various outsourcing topics, Bangladeshi outsourcers are being skilled and confident in completing the buyer's assigned job and spontaneously fulfilling the job criteria. Among all outsourcing business and training institute in Bangladesh, ExecRPO is playing a vital role to training for coping with the international market.

## **CHAPTER 5: RECOMMENDATION AND CONCLUSION**

### **5.1 RECOMMENDATION**

In the world, some specific regions like in India and China are dominating the outsourcing market. Besides these two countries, Sri Lanka and the Philippines have also a vital role in the market. Bangladesh is also doing well but not in the level of international expectations yet. To cope with the international market, the country needs to have extraordinary job skills and educational enhancement that help to make them compete internationally. Bangladeshi outsourcing professionals with required job skills and educational background have not properly exhibited their professionalism and thereby our outsourcing industry is still at introductory stage.

Nowadays, outsourcing market is competitive and requires skillfulness. Without an international level IT knowledge and education, it's not possible to cope with the market. If outsourcers do not upgrade their own knowledge regularly with competitors, they will lose vital international market share. Our neighboring country India is a trusted market because they have the combination of skill labors, high-speed internet facilities, and fluency in English communication. This is the primary reason for hiring Indian workers. If we have strong educational background, proper guidelines, high-speed internet facilities, English communication skills and IT learning, success is inevitable.

Our outsourcing market is a double minded phenomenon, some talented people are coming to this rising sector, but most of them are not staying for good; switching to their academic background related job or government job as a permanent profession. Others who are involved in outsourcing do not possess expected skill sets. As a result, after a certain period of time, the professionals are going through job crisis and facing different job-related problems that are upsetting the local outsourcing market development and growth.

## 5.2 CONCLUSION

Bangladesh is a small country and has infrastructural limitations in various sectors. Besides these limitations, it has also reached a stage of achievement gradually. Outsourcing sector is also facing severe infrastructure problems, but it is bliss that beyond of all hurdles and problems, our outsourcing professionals and remote workers got acclaimed internationally in the past few years. It is a positive insight for outsourcing market as a rising sector.

Despite various limitations of outsourcing in Bangladesh, our government and related authority are trying to promote the ICT sector which is congenial to IT outsourcing. If the IT knowledge spreads across the country, educated and talented young will build their career in this industry and boost up the market at the expected level. We know when knowledge, skill, creativity and the proper working environment exist in a sector; success is inevitable. Our outsourcing sector will reach at the highest level in foreseeable future by the cooperation of all the stakeholders of this industry.

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