

KNOWLEDGE AND LEGAL PROCESS OUTSOURCING

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From last decade, India has become a hot place for recruitment of talented employees in various sectors. Knowledge Process Outsourcing (KPO) industry has emerged as one of the highly paid and rewarding career options in monetary terms and incentives. KPO has excellent earning potential for the candidates having technical and analytical skills in their area of expertise including engineering, medicine, pharmacy, legal, architecture, finance, economics or journalism.

Knowledge process outsourcing (KPO) is a form of outsourcing in which the knowledge related work is performed in an organization or by a division of the same organization, which may be in the same country or in an offshore location to save the cost. In contrast to the outsourcing of production or manufacturing, KPO has specific focus on knowledge expertise and high-value knowledge based work. In contrast to BPOs, the KPO professionals are not kept busy in receiving and replying to the customers' phone calls only.

KPO industry involves high-value tasks carried out by organization. KPO industry is always in need of candidates with proficiency in advanced information search, analytical,

interpretation and technical skills alongwith the professional and decision-making aptitude. It is one of the growing fields and generating lots of job opportunities for candidates having proficiency in their domain. KPO is not restricted to a particular stream rather it prefers employees from diverse academic backgrounds. It helps in getting different perspectives for delivering quality work to the clients in global market. In last 5 years, there has been a strong requirement of engineers, CAs, doctors, MBAs, lawyers, research analysts, scientific researchers and Ph.Ds. India has lots of intellectuals to fulfill the growing need of KPO industry in all the fields. In-depth domain knowledge with conceptual understanding is the key to success and growth in a KPO establishment. One can make full use of his/her educational qualifications and can earn a handsome salary package while working in a KPO. Good performers and intelligent candidates have tremendous opportunities in KPO organizations in terms of growth, salary package, managerial responsibilities, positions and designation.

KPO is a quick-money sector and provides long-term jobs as well. Well-educated, intelligent, knowledgeable, analytical and deserving candidates can make handsome money in this sector, far more than that is being paid in the BPO sector.

India is a country rich in educated and talented people, competent in handling knowledge-based work and research with efficiency. India is famous in the world for its hardworking and intelligent people. With this talented pool, India has appeared as a global KPO hub with specialized knowledge workers in respective verticals. In a statement, former US President George W Bush also warned the American school children that if they will not gain the skills needed to compete with their counterparts from India and China, new jobs would go to those countries. He was addressing a magnet school in Maryland.

Now it is the fairy tale and moreover misconception that Indian companies are having “Software Labor or Software Coolies”, but Indian stuff is now preferred in almost every stream. India has a pool of sharp knowledge workers in different sectors ranging from Pharmacy, Medicine, Law, Biotechnology, Education & Training, Engineering, Analytics,

Design & Animation, Research & Development, Legal, Paralegal Content and even Intelligence services.

This talented generation is now given attention by leading business giants across the globe which results in the outsourcing of high-end processes to low-wage destinations.

KPO organizations, in addition to providing expertise in the processes themselves, often make many low level business decisions - typically those that are easily undone if they conflict with higher-level business plans.

KPO industry is more concerned on value chain rather than a traditional BPO company that provides basic backend or customer care support. Knowledge Process Outsourcing (KPO) is concerned with the highly skilled outsourcing services including document writing, global filing, prior art searches, legal advise on infringements, invalidation search, freedom of use search, executing standardized processes and requires advanced analytical and technical skills.

The KPO services that are outsourced to India are

- Research & Development
- Business and Technical Analysis
- Learning Solutions
- Animation & Design
- Business & Market Research
- Pharmaceuticals and Biotechnology
- Medical Services
- Writing & Content Development
- Legal Services
- Intellectual Property (IP) Research
- Data Analytics
- Network Management
- Training & Consultancy

India has hardworking and proficient knowledge workers to meet this emerging sector's challenges and bringing foreign currency in India.

KPO VERSUS BPO

The demarcation line between KPO and BPO is very thin. Generally, KPO and BPO are closely related to each other. BPO industry handles the problems in a pre-defined and pre-processed way. Business process outsourcing (BPO) is a broad term which refers to outsourcing in all fields. A BPO differentiates itself by either putting in new technology or applying existing technology in a new way to improve a process.

Business Process Outsourcing (BPO) is the delegation of one or more IT-intensive business processes to an external provider that in turn owns, administers and manages the selected process based on defined and measurable performance criteria. Business Process Outsourcing (BPO) is one of the fastest growing segments of the Information Technology Enabled Services (ITES) industry.

Mainly transaction processing is the area of concern in BPOs. The transaction processing in BPO may include

- Customer Support Services
- Technical Support Services
- Telemarketing Services
- Employee IT Help-desk Services
- Insurance Processing
- Data Entry Services / Data Processing Services
- Data Conversion Services
- Scanning, OCR with Editing & Indexing Services
- Book Keeping and Accounting Services
- Form Processing Services:
- Internet / Online / Web Research

- Provident Fund and Gratuity related services

However, there are so many benefits associated with BPO industry, still money is not only the concern that matters to a person's life. There are many reasons because of which a BPO professional change his/her job. In BPO industry, initial salary is, no doubt, is very good but it stops at a certain level.

Here are some common problems or reasons due to which candidates leave the BPOs after some time -

- Limited Growth in terms of Salary
- Scope of promotions not satisfactory
- Rude behavior of callers/customer while attending the phone calls
- Urge for shifting to programming/development for high salary and growth
- Salary hike stops at certain level
- Willingness for Higher education and to shift in managerial designation
- Disturbance in personal life
- Physical strain and stressful work culture
- Odd Shift Timings and restless life

SERVICES PROVIDED BY KPO COMPANIES (AREA OF WORK)

KPO helps in transfer of domain specific expertise of higher level rather than process expertise. The high-end services, which Indian KPO sector provide, are:

Intellectual Property Investigation

- Prior Art Search
- Patent Writing
- Patent Drawing
- Invention disclosure drafting
- IP Overlap Analysis



- Patent Claims Mapping
- Patent Proofreading
- Claim Analysis
- Patent File History

Legal Research Services

- Legal Research
- Legal document review
- Litigation Support
- Legal Coding
- Legal Proofreading
- Scoping
- Legal Document Management
- Legal Publishing

Data Research & Data Analysis Services

- Online Research / Secondary Research
- Strategic Market research
- Equity Research
- Fixed Income Research
- Quantitative Analytics
- Business Research and Analytics
- Financial Analytics

Market Research

- Data Processing and Analysis
- Web Survey Analysis
- Marketing Questionnaire Design
- Media Research
- Online Research



- Multivariate & Bivariate Analysis
- Quantitative Market Research Services
- Business Market Research
- International Market Research
- Market Research Surveys

Financial Market Research

- Applied Investment Research
- Financial Analysis
- Financial Accounting
- Business Research
- Investments Research
- Credit Research
- Equity Research
- Financial Analysis and Financial Statements
- Tax Preparation
- Financial Data Entry & Conversion
- Competitive Business Analysis
- Syndicated Research
- Trend and Competitor Analysis
- Company Profiling

Database Development Services

- Data Enhancement
- Database Hosting
- Clinical Data Management
- Database Publishing
- Reporting and Business Dashboards
- Data Mining



Medical Writing Services

- Medical Writing
- Medical Editing
- Medical Content Enrichment
- Attribute Extraction
- Medical content classification

Content Development Services

- Technical Writing
- Web Content writing
- Fiction Writing
- Proofreading Services
- Editing Services

Animation And Simulation Technology

- Forensic Animation
- Simulation
- 2D and 3D Animation
- Virtual Reality Systems

Online Tutoring And LMS Services

- Online Tutoring
- Online Writing
- Academic/ In-house training support programs
- Learning Management Systems – LMS Services

Web Based Services

- Search Engine Optimization

- Link Building Campaign
- Directory Submission
- Custom Web Development
- Analysis of Content Management Systems

QUALIFICATION AND SKILL-SET REQUIRED TO JOIN KPO INDUSTRY

KPO industry focuses on technical qualifications and skills rather than communications skills and command over English Language only what happens in case of BPO. In BPO industry, only communication skills can push a candidate to hike but KPO needs people with sharp mind from different professional backgrounds.

Educational qualification with proficiency matters a lot in KPO as the work involves specialized knowledge of the area. Candidates from diverse backgrounds and streams can join this field. Doctors, Teachers, engineers, MBAs, Legal, Pharmaceutical professionals with financial background and even journalists are qualified to work in KPO. Candidates with science background are given preference and have a better chance as some tasks require research reports, data analysis, reporting and programming.

In KPOs, the nature of work includes data analysis and report generation, abstraction of technical patents, extraction of legacy technical data, cataloguing and indexing, taxonomy building and database creation and updating. To perform these activities, the candidate should be computer savvy and having a basic interest and knowledge in specific domains besides an aptitude for working with data and information.

Science and commerce students given preference in KPO organization because they have an aptitude for mathematics and natural talent for science, research and data analysis.

In many KPO organizations, retired persons are also employed as they have already gone through the activities in their previous organizations.

However, there is no specific qualification or degree which is required in a KPO, some of the preferred professional categories and qualifications are:

- MBA's (H.R., I.B., Marketing, Finance)
- MCA, I.T. Professionals
- Doctors / Medical Practitioners / Pharmacists
- Engineers (B.E, B.Tech, M. Tech)
- M. Sc. in all streams
- Lawyers / Legal Advisors
- Teachers, Lecturers, Professors
- Chartered Accountants
- Economists
- Architects
- Journalists

Skills that are required join any KPO are:

- Computer Proficiency (Software and Hardware)
- Excellent Skills in Searching/Retrieving data from Internet (Web Searching)
- Analytical skills for analyzing data and generating reports.
- Resource usage for information research
- Theoretical and conceptualization knowledge (Domain Knowledge)
- Good communication ability
- Strong command over English language
- Enunciation ability
- Interpersonal skill like listening, questioning and intoning
- Some job specific skill like writing ability, analyzing raw data, report creation etc
- Self-driven, result oriented, team player
- Should possess right attitude, patience and habit of working hard
- Strategic orientation and thinking ability.
- Able to work in Start up kind of environment

KPO industry is one of the lucrative places to work if a person has zeal to learn and having problem-solving skills and who can work in time-bound projects with commitment and positive attitude.

Generally, KPO companies set a cut-off for marks (grades), which may depend on the kind of domain knowledge required for the particular project or assignment. The research projects also require people to have a right aptitude and attitude for doing research-oriented work.

After recruitment process, the candidates are given training in different areas which are required in the assignments. Moreover, candidates should have good communication skills, should have an aptitude towards problem-solving techniques. Above all, the candidate should be able to work in a team and under pressure in different shift timings including day and night.

PAY PACKAGE AND REMUNERATION

In KPO industry, candidate can earn a thick packet of salary depending on the performance and domain of work. Generally, a fresher is given starting salary around Rs.7000 to Rs. 9000 in a month but many companies offer more than Rs. 10,000 per month based on the qualifications and aptitude of the candidate. If you are a pass out graduate and want to start with a high paying job, KPO is the best option to work. A KPO professional with 1-3 years experience can get a salary between Rs. 2 Lakh to Rs. 6 Lakh per annum. You can earn even more than 1 Lakh per month in this area after 6 years of experience. While working in the KPO industry the candidate is not bound to any fixed pay scale or pay band, but an excellent pay package can be earned with attractive incentives and perks.