

# OutsourcingPoland

BPO and Shared Services Centers

2010



- **367** BPO, shared services, and outsourcing **centers** • Top **89 universities** in Poland
- **Profiles** of center managers and workers • List of **132** newest Class A **office buildings**

## manager's\_profile\_

**Dimar Polska – Call Center and BPO**

Headquarters: Łódź

**Jasja van der Veen**

General manager / owner

Łódź

jvdveen@dimar.pl

**Operations in Poland:**

We are based in Łódź, where we moved our call center and telemarketing operations two years ago from Warsaw. Dimar Polska exists since the year 2000, and focuses on telemarketing, call center and database management services for international clients, of whom most have an office in Poland. In Łódź we have a 90-seat call center operation, and a 100-seat call center BPO operation we set up and manage for one of our clients, an insurance company. All our clients are external, mostly from the financial sector. Almost all projects are sales or sales-support oriented (outbound calling). We operate two shifts: 9:00 to 16:00 for b2b, and 16:00 to 21:00 for private individuals.

**Advice about setting up:**

Hire an experienced local partner, if you are not present in Poland yet. Poland is developed and in the EU but setting up a BPO center here cost-effectively requires local knowledge. Setting up a 100 seat call center for a client, providing location, infrastructure, recruitment, training and management is something for a specialized niche player to do, not a big 4.

Critical issues to be addressed include employee contracting, database protection regulations, and health and safety regulations particular to the BPO sector. You can go the "big hotel" way or the "boutique" approach.

The "boutique" provides better service for less Euros- and is more fun.

**Employee issues:**

We employ circa 60 telemarketers, and manage another 160. Support staff circa 30. Has gone up dramatically over the last 3 years. The employee base is mostly young, eager, and flexible; what they currently still lack is individual problem-solving skills regarding new situations. However this is improving. We are sure that things can and will change rapidly, therefore we embrace change. We also have found that we have less staff rotation and lower operating costs than in Warsaw.

**Positive surprises - and critiques - of operating in Poland, and cost savings/efficiencies:**

- We are reaching sales response rates in Poland that are unknown in western Europe. For example, instead of fighting for 2-3% sales to a database, we are achieving results like 10%, some over 15 and even 20% results, which nobody expected.
- Setting up a BPO operation in an old factory, which after thorough renovation is now a unique office location, with high wooden ceilings, large windows and red brick walls in the center of town;
- Being acknowledged by the client's HQ as currently their best telesales operation in Europe. We managed not only to save costs when compared with France or Germany but as well increase results at the same time. The latter is the more difficult part.
- Cost savings of a BPO 100-seat call center in Łódź compared with western Europe are much more than 50% on a monthly basis.
- City of Łódź authorities focused on BPO investments but not overcrowded with clients yet.

## Justyna Swędrak



➡ Justyna is from Szczercowo, close to Łódź, where she graduated with honors from the Czesław Miłosz Secondary School, before moving to Łódź. She is in her final year of study at Łódź's College of Pharmacy.

➡ Justyna is 21 years old, and she's been working at telemarketing company Dimar Polska since March 2009. Her job gives her valuable experience interacting intensively with people, and she spends most of her day talking with clients and monitoring the quality of sales projects.

➡ She wants to continue to develop her professional skills, in particular through the completion of her on-going studies at the Higher School of Entrepreneurship, with a special focus on Public Health.

➡ In her spare time Justyna reads books and plays basketball. On the weekends, she bikes around Łódź, particularly in the forested area of Łagiewnickie Woods. ■