Philippines predicts $15 bln from call centres by 2016

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Filipino call centre personnel attending to their US clients at a business process outsourcing office in Manila. The Philippines expects to boost its revenues from call centres to nearly $15 billion by 2016, sustaining its three-year lead over rival India.

The Philippines expects to boost its revenues from call centres to nearly $15 billion by 2016, sustaining its three-year lead over rival India, industry leaders said Tuesday.

The archipelago, which already hosts global giants Accenture, Convergys, IBM, NTT Docomo and Hinduja, is attracting more and more likeminded companies, Contact Center Association of the Philippines head Benedict Hernandez said.

"The reality is we have established ourselves as the pre-eminent brand in

call centres," he told reporters at the sidelines of an industry conference.

The sector passed India in revenue terms in 2009 and in manpower terms in 2010, according to industry figures.

Revenues this year are projected at $8.4 billion with 493,000 people employed, Hernandez said, with turnover expected to rise to $14.7 billion by 2016, employing 862,000 people, he added.

Hernandez said that even the sharp appreciation of the Philippine peso against the Indian rupee in recent months, as well as attractive tax incentives offered by other countries, is not expected to dampen interest.

Philippine call centres were also expanding their market from being predominantly English-speaking to other languages including Spanish, Japanese, German, Mandarin, French, Korean, Bahasa and Thai, he added.

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