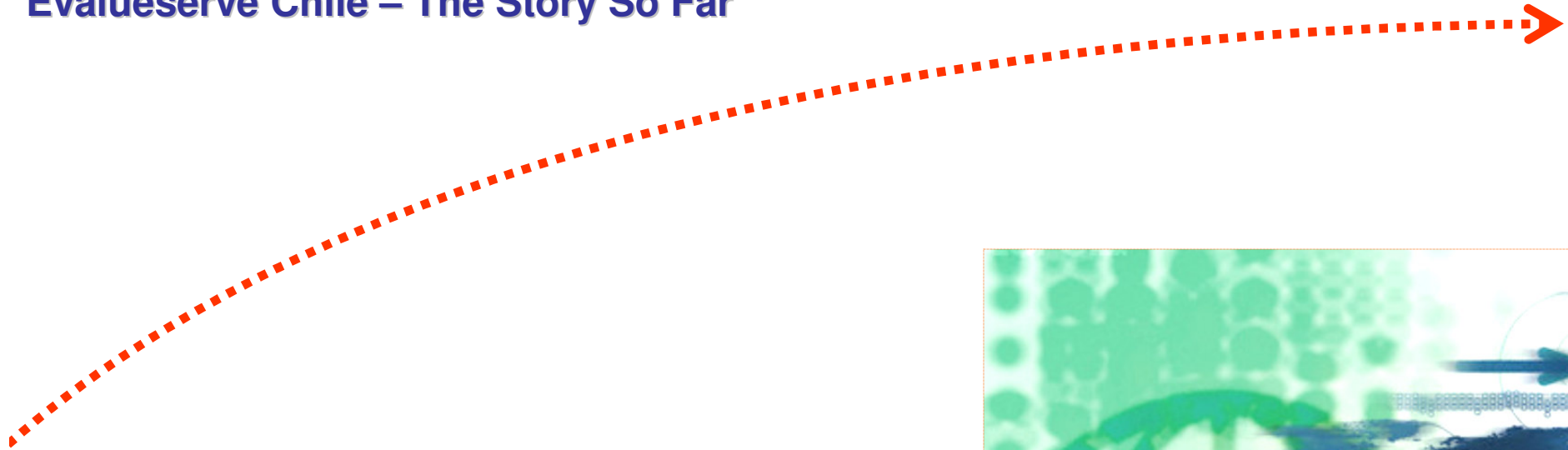


# Evalueserve Chile – The Story So Far

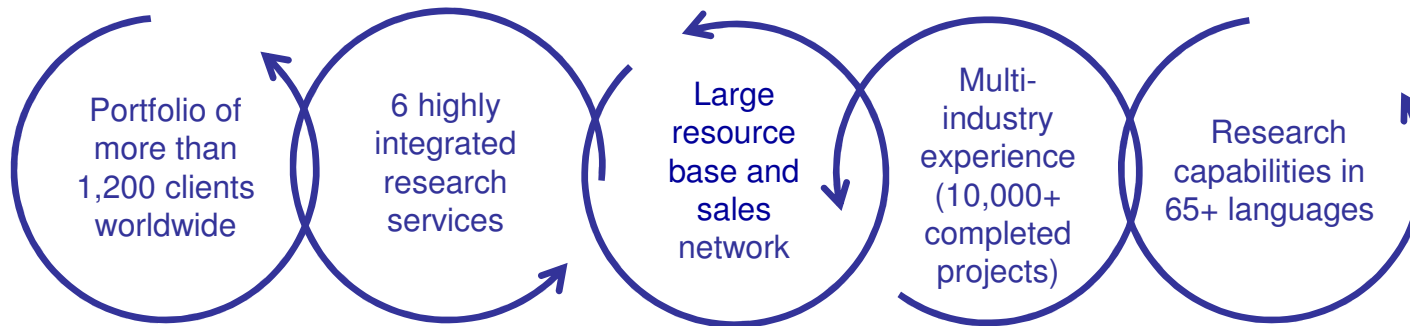


1	<b>EVS   Overview</b>
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4	<b>EVS Chile   Global Advantage</b>
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6	<b>5 Reasons   Why Latin America</b>
7	<b>Advantage   Chile</b>
8	<b>Chile - India   Conducting Business</b>





**EVS is the largest third party KPO firm in the world with more than 2,200 employees working for global clients, performing high-value tasks spanning various industries and leveraging a global delivery platform: **India-China-Chile-Romania**.**



**KPO – Defined and Differentiated**

	Insurance	Consulting	I-Banking	High Tech	Telecom/FS/Retail
<b>KPO</b>	<ul style="list-style-type: none"> <li>Underwriting &amp; Asset Mgmt.</li> <li>Claims Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Synthesized Reports</li> <li>Global Research</li> </ul>	<ul style="list-style-type: none"> <li>Equity Research</li> <li>Financial Analytics</li> </ul>	<ul style="list-style-type: none"> <li>IP Portfolio Analytics</li> <li>Patent Design</li> </ul>	<ul style="list-style-type: none"> <li>Strategy Research</li> <li>Analytics</li> </ul>
<b>BPO</b>	Contact Centers & Customer Support	BPO for clients	Settlement	Contact Centers & Customer Support	Contact Centers & Customer Support



### **EVS Value Proposition**

#### **Global Coverage**

- Sales offices in 50+ locations
- Operation centers in India, China, and Chile
- Conducted research in 194 countries in 65+ languages

Evalueserve is the largest third party KPO firm in the world

#### **Custom/Cost Effective**

- 100% customized projects
- Multi-industry experience (10,000+ completed projects)
- Highly scalable/Rapid response

### **EVS Awards and Recognitions**

ISO 27001 Certification

NASSCOM IT Innovation Award 2006

Red Herring Top 100 Asia Award 2006

Deloitte Technology Fast 50 India 2006 Program

Innovation for India Awards 2008



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**EVS Chile | Overview**

**Evaluerve Chile** is the Research Center of Evaluerve in Latin America, focused on providing coverage to US based clients and expanding its coverage to Spanish and Portuguese speaking markets.

EVS Chile employs **130 professionals** engaged in providing custom research and analytics services across a vast range of industry verticals such as Finance, Insurance, High-tech, Pharma, Energy, Consulting, Telecom, and Logistics. The EVS Chile center has **22 nationalities** and offers **capabilities in 12 languages**.

## Service lines

### Business Research

Market Assessment Studies

Competitive Analysis

Marketing and Sales Support

Innovation Search

### Investment Research

Corporate Finance

Sell-side | Company/Sector research-  
Editorial and desktop publishing support -  
Fixed income research

Buy-side | In-depth industry studies  
Valuation and Portfolio analytics-  
Credit research

Private Equity/VC



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**EVS Chile | Global Advantage**

**“The sun never sets – a global delivery platform that can provide coverage to clients 24X6”**



Ability to serve the Latin American market



Daytime support to US



Overnight Asia support



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**EVS Chile | Blazing a Trail**



## **Chile's growth | A success story unfolds**

**Growth to** 130+ professionals in 15 months | 22 nationalities | adeptness in 12 languages | more than 30 projects delivered across various industry verticals | expected growth to 300 professionals by 2009 | 600-strong by 2012.

**Business lines** | Evalueserve plans to widen its coverage across verticals in Chile by ramping up Business Research and Investment Research units and setting up Intellectual Property and Data Analytics units.



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## 5 Reasons | Why Latin America

Ability to cover all geographies in the same time zone offering a premium service to the North-American market

Access to local, specialized skill sets for region-specific research; Latin America, Spain, Portugal

Provide global, multilingual research with consistent quality and delivery methodology

Value addition for clients through globally integrated teams

Better planning for disaster recovery and business continuity

## Latin America location attractiveness study

### Evaluated Locations



### EVS Score card

	Business Environment	Labor Pool	Cost of Doing Business
Brasil - Sao Paulo	7	9	5
Argentina - B. Aires	5	8	7
Chile - Santiago	9	7	8
Costa Rica - S. Jose	6	4	7
Mexico - Mexico city	7	8	5

### Evaluation Criteria

#### Business Environment

- Political and economic stability
- Labor laws/company regulations
- Social scenario
- Foreign investment policies

#### Labor Pool

- Size and quality
- Financial and language skills
- Education system

#### Cost of Doing Business

- Salary costs
- Real estate and telecom
- Hidden costs (i.e. corruption)

\*Rating scale of 1-10; 1 being the lowest and 10 being the highest



**Attitude & professionalism**

High level of commitment – Good work ethics and loyalty

**Academia**

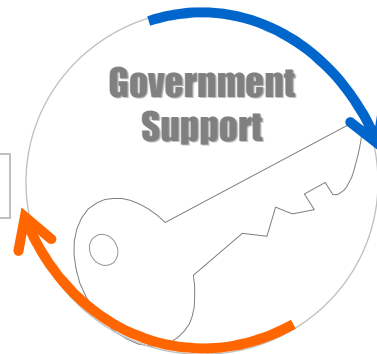
Highly reputed universities and business schools in Latin America

**Financial skills**

Wide range of courses with emphasis in Finance

**English language**

Very attractive country for foreign talent to stay and work



Great financial incentives for investors

Efficient and friendly immigration processes

Best transport system in the region, telecommunications

**Infrastructure**

Lowest corruption and crime rates in the region

**Social**

Low taxes and stable inflation - net fiscal surplus during last five years

**Economic**

Lowest country risk rating in the region. Role model for e-governance activities

**Political**





### Business Protocol / Procedure

- ▣ **Making Appointments** – Make appointments in advance; confirm your appointment a few days before; be prepared for last minute cancellation
- ▣ **Business Dress**
  - **Men** – Suit and Tie
  - **Women** – Conservative dresses or suits
- ▣ **Business Cards** – Given and received by the right hand after the initial handshake

### Business Meetings

- ▣ **Punctuality** – Lax about punctuality, meetings generally start with a delay and with non-work related topics
- ▣ **Hospitality** – Part of negotiation process; courteous to accept offer of tea/coffee
- ▣ **Bargaining** – Common; build some buffer in your initial offer
- ▣ **Commitments** – Usually not made in the first meeting

### Business Etiquette

- ▣ **Greetings**
  - Men and westernized Indian women will prefer to handshake.
  - Wait for a female business colleague to initiate a greeting
- ▣ **Gifts** – Not expected in the first meeting; do not give expensive gifts; if you receive one do not open it in front of the giver

- ▣ **Disagreements** – Not expressed openly ; don't show aggression in negotiations; the word 'no' is considered impolite; evasive refusals common (I'll Try)
- ▣ **Titles** – Titles are very important; use professional titles such as Mr., Mrs. or Miss as prefixes
- ▣ **Language** – English and Hindi are the official languages; English widely used in business

### Conduct

### Communication



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# Q&As