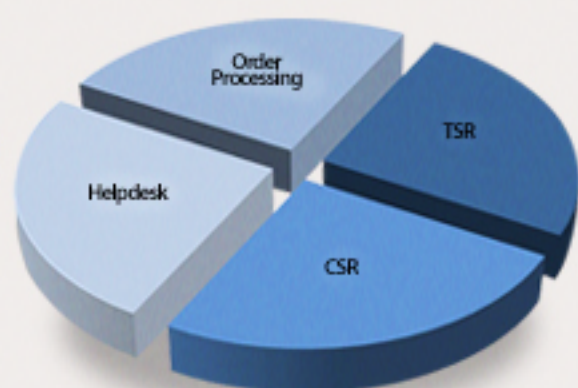




5 DEBUNKING CRUEL MISCONCEPTIONS ABOUT WORKING IN BPO

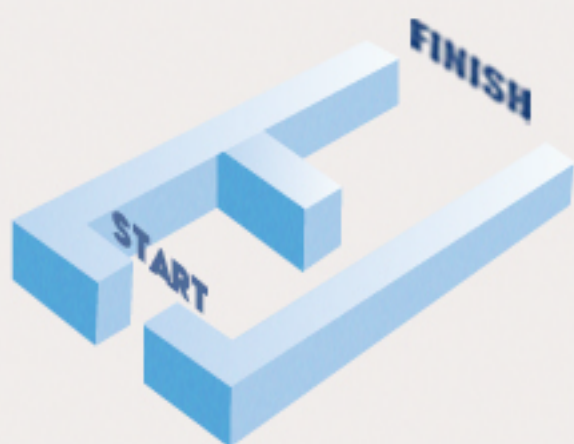
MYTH

BPO is a Call Center and the other way around.



Employees follow odd schedules.

Jobs in BPO industry are easy and effortless.



BPO employees will suffer from a dead-end career.

Mostly BPO employees are incompetent and don't have college degrees.



Truth

Call center focuses solely on customer service, while BPO caters wider range of services such as digital marketing, web design, and writing.



Employees' schedules depend on the timezone of their clients.



The industry offers numerous knowledge intensive tasks from customer support to digital marketing and web development.



They will get many opportunities to build a fruitful and long-term career.



BPO companies comprise mainly of professionals who provide expert-grade services to businesses, individual clients, and organizations alike.

