



Case Study – UVDB and Tilda Services



Background

Tilda was established in 2001 and has grown into a specialist offshore outsourcer, with a four year track record of outsourcing call centre projects to India. Having started in Technical Support for Internet Providers and PC companies they have extended into Customer Services and Back Office Administration.



The company promotes the idea that its core team of UK and Indian Management located 5500 miles offshore in Bangalore overcome the issues of operating at a distance claiming that "Geography has become History".

This view has been strongly supported by Tilda customers who recognise the overhead of micro-managing projects from afar and the specialisation required in working offshore in challenging surroundings.

Tilda, as with other UK and US companies who have located their divisions in India, have developed strategies which overcome the fundamental differences that arise from the "Indian way" of doing things. These need to be factored in when deciding which services are suitable for delivery in India and, most critically, how to approach ongoing management.

UVDB and Supplier Awareness Workshops

Through the relationship with Thus, Tilda has developed a better understanding of UVDB and the benefits to both them as a supplier and to the Utilities as purchasers.

Recent attendance at the UVDB supplier's workshop provided useful practical guidance on the processes Utilities undergo in supplier selection. With limited exposure to the Utility Industry Tilda believes the UVDB will provide a valuable platform for engaging Utilities in the debate and exploration of Offshore Services.

There are over 2,500 users of the UVDB within more than 50 Utilities - by registering on the UVDB, suppliers will have met their pre-qualification requirements and increased their exposure.

For further information about UVDB, please contact:

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Tilda Services



India is booming, the world's largest democracy is undergoing incredible growth with the Mumbai stock market

recording all-time highs, and new commercial buildings rocketing skyward in many Indian cities. Much of this growth is fuelled by foreign investment and the developing Offshore Services market.

Although aware of economic and political developments taking place in India the majority of UK companies have not fully explored offshore services. Some have opted for a tactical dismissal against a background of negative media coverage centred on job losses and stereotypes of Indian workers. Others have taken a gradual approach with pilots which are now delivering cost and service rewards.

The markets for offshore call centre and BPO Services are still in their infancy - however, they are starting to deliver the intended results. The Indian economic genie is out from its lamp and Services will continue to improve as the market grows driven by the differential lifestyle gains to be won by an abundance of young professional Indian workers. Companies like Tilda provide a low risk tried and tested method for deploying Offshore Services with a familiar UK management approach.

Tilda sponsors the Children's Love Castle Trust, a charity helping the poorest Indian children gain



an effective education through providing school meals and support services that run alongside state schools services.

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