Interview with Komal Gupta, Head of Operations, Intrust Global eServices

Conducting the operations of an LPO company is not just about excitement and entrepreneurial energy; it is also about huge amounts of legalese. ***Komal Gupta*** *brings with her a wealth of legal expertise, operational efficiencies, quality parameters, and experience of working with WNS, the second largest BPO Company in India. Currently, she works as the Operational Head of the well known LPO Company - INTRUST GLOBAL eServices having its offices in Delhi, Bangalore and US.*

Komal, Head of Operations, Intrust Global eServices, spoke to us on the current scenario of the outsourcing industry and her take on it.

1. ***KPO CONSULTANTS:*** **Tell us something about your company?**

   Komal: Intrust Global eServices is a company backed by strong team of professionals having proven track record, guided by business leaders with credentials and support of a group having leadership position in areas of chemicals industry. Company provides a wide range of KPO services for several international entities like law firms, corporate legal departments and other foreign companies. Company has a Collaborative Outsourcing Model to enable its clients to get work done the way they want.

2. ***KPO CONSULTANTS:*** **How many lawyers & paralegal staff have been deployed in the company to take care of entire process of legal outsourcing work?**

   Komal: We have 60 people in all. 50 amongst them are deployed in Bangalore office for the performance of paralegal support work and 10 well qualified lawyers are in our Delhi office to execute the high-end legal outsourcing work including patents.

3. ***KPO CONSULTANTS:*** **How deeply the company is involved in the outsourcing work of Intellectual Property related activities?**

   Komal: Although company is mainly involved in legal support but now we plan to get involved in providing various Patent services like Patent research and analysis, Patent application drafting, Patent prosecution support along with other IPR protection support services. We are in the process of developing a team of qualified engineers and lawyers for Patent related activities.

4. ***KPO CONSULTANTS:*** **Quality is the most important segment in the LPO working. How do you coincide with the quality standards for your company?**

   Komal: Quality is very important; infact clients get impressed if you have a quality team to provide better services to them. Our company follows the ISO***:*** 27001 requirements. In the LPO work space, we need to check our work so many

times because foreign clients also have their own quality checking teams there to review and confirm our work supports. We continuously get the feedback from the clients.

In the quality team we have quality managers and quality checkers. Clients also make efforts to impart training to make us reach up to that level of quality. For maintaining the quality standards, we look at our clients as our partners because it's an extension of our own enterprise.

> ***"The people who wish to join LPO companies, who wish to taste the international exposure, who see it as a career, it's a bright beginning for them but if they want to take it just to take the experience and plan to get back to the court, its' not for them. It will help you going faster. Money-wise it is very good platform and overall it enhances your personality as well. It is not just to work; it is also to train yourself which is very rare to find in working with a law firm or in a court of law. We train people here for foreign laws. It's an ocean left for you to dive, if you can establish, you can grasp the opportunity."***

5. ***KPO CONSULTANTS:*** **What timing schedule is required to work in the LPO Company? Are there different shifts of working? Do you work across the day or you have 24/7 environment?**

   Komal: It's all about markets you cater to. Right now, we work across the day. Generally speaking, it depends completely on the projects. If clients require us to work in their (US/UK) hours we have to work till late nights as well. So flexibility is required there too.

6. ***KPO CONSULTANTS:*** **What is the policy to hire people for the team here at the company?**

   Komal: It depends upon the project we have but it's always beneficial to hire experienced people because they bring to the table the prior exposure to the industry and are capable enough as per the requirement of the company along with the project. That may save lot of opportunity costs to the company. We also look for fresh lawyers for research work.

7. ***KPO CONSULTANTS:*** **How do you hunt lawyers?**

   Komal: We understand the needs of the clients, projects outsourced and level of skills required to execute the work. For the hunt of the talent pool, we go for the top law colleges or institutes. I am glad to learn that now lawyers have started taking seriously LPO as their career goal because the career path goes up too fast.

8. ***KPO CONSULTANTS:*** **How do you keep salary as a parameter while making recruitments?**

   Komal: Salary rising is a factor but it is not a primary factor. It all depends upon the kind of talent we plan to hire for. If you deserve, you will be paid a good

amount and survival of the fittest is the rule for the growth of the industry. The important factor is the quality product which you provide to the client.

9. ***KPO CONSULTANTS:*** **Why do you suggest lawyers to join the LPO work space?**

Komal: The people who wish to join LPO companies, who wish to taste the international exposure, who see it as a career, it's a bright beginning for them but if they want to take it just to take the experience and plan to get back to the court, its' not for them. It will help you going faster. Money-wise it is very good platform and overall it enhances your personality as well. It is not just to work; it is also to train yourself which is very rare to find in working with a law firm or in a court of law. We train people here for foreign laws. It's an ocean left for you to dive, if you can establish, you can grasp the opportunity.