Interview with Shilpi Thapar Singh, Director, Amatra Solutions

Amatra is based at Ahmadabad is the full service Legal Process Outsourcing firm providing complete legal solutions to our clients across the globe. The Company provides a range of legal solutions and services to the clients.

We caught up with Shilpi Thapar Jaisingh, Director, Amatra Solutions Pvt. Ltd. for a brief discussion on the LPO industry.

1. ***KPO CONSULTANTS:* Give brief introduction about your company? Which kinds of services you offer in LPO space?**

   Shilpi: Amatra is the full service Legal Process Outsourcing firm providing complete legal solutions to our clients across the globe. We provide a broad portfolio of legal solutions and services to our clients. We, at Amatra assist attorneys, law firms and other similar organizations in providing legal support services as back-end execution team. Amatra is promoted by a group of senior legal professionals with several years of experience in offshoring & outsourcing services. We have a holistic approach that goes beyond simply meeting stated expectations or saving costs for Client Company. We invest time in understanding client business and in forging an enduring relationship with them, to help them meet both their short-term and long-term business goals. Our vision is to impact their business, generate tangible benefits and finally create value for their business.

   We provide the following legal services in various areas of law:

   - Legal research
   - Contract drafting, review and management
   - Document management
   - Debt recovery
   - Indexing and coding services
   - Intellectual property rights services

   Our objective is to provide all the LPO services under one bigger window.

2. ***KPO CONSULTANTS:* Which prime business markets do you cater to and why?**

   Shilpi: UK, US & Australia. We are there because of the demand function in the LPO services.

   Well, there is a famous lawyer joke *as popular in India as it is in the West. "How many lawyers does it take to change a light bulb?" Answer: "How many can you afford?" Here's a better one: "How many U.S. lawyers does it take to draft a successful legal brief in a complex case before the United States Supreme Court?" The answer is, "none!" Indian lawyers at legal services offshoring companies have already been there, done that.*

3. ***KPO CONSULTANTS:*** **How many people are working in your company? What are the key strengths they have?**

   Shilpi: Successful transactions require excellent teamwork among all the parties involved. In our increasingly complex world, most transactions demand the seamless involvement of all professionals. To meet this demand, we have developed a breadth of expertise with a team specializing in specific fields of various laws. Our specialists team has the ethos of encouraging lawyers, company secretaries, cost accountants, chartered accountants, tax advocates to operate as generalists within their specialist disciplines providing informed and commercial advice. At present, we have 10 qualified professionals working with us.

> ***"We provide excellent growth, exciting career opportunities and ensure employee satisfaction. We offer better work environment and culture in which they can reach their true potential. We treat everyone on equal footing."***

4. ***KPO CONSULTANTS:*** **What kind of training programs you have launched in-house for your employees?**

   Shilpi: Amatra provides the best of training on professional skill and individual performance orientation. We hire outstanding candidates with a wide range of legal backgrounds to help us provide our client's business solutions in the LPO sector.

5. ***KPO CONSULTANTS:*** **What are the recruitment processes you opt for? How do you keep salary as a parameter while making recruitment?**

   Shilpi: We hire lawyers and other personnel through law schools, placement consultants and through our network of professionals. We hire them as per the requirements of projects to be executed. We take into consideration the experience, qualification and attitude of candidates and whether they are eligible for undertaking training for executing specific projects. Salary commensurates with the caliber of the candidate. It is not a constraint at Amatra. We justify that.

6. ***KPO CONSULTANTS:*** **What are the schedules of working at Amatra? What kinds of career opportunities do you offer to your employees?**

   Shilpi: Generally, our working schedules are from 9.30 am to 7.00 pm for UK markets. But depending on the work load and client needs, late night workings are also followed. We provide excellent growth, exciting career opportunities and ensure employee satisfaction. We offer better work environment and culture in which they can reach their true potential. We treat everyone on equal footing. We have an exceptional track record of attracting and retaining talent to meet our client's business needs.

7. ***KPO CONSULTANTS:*** **How do you ensure the best possible quality for your clients in the LPO segment?**

   Shilpi: Our quality commitment to our clients is binding. We have a four-level quality check process in place.

- Transmission of data from the client to the main server of Amatra and assigning the project to the designated administrator who is responsible for verifying and organizing the information.
- Allocation of the project amongst various team leaders responsible for the actual processing of data.
- Proof-reading of prepared documents and also for quality assurance.
- Final quality check by the administrator / team leader who gives the final approval for the delivery of data to the client.

Infact, we work like partners for our clients. They also play a key role in help us ensuring the desired quality levels for them.

8. ***KPO CONSULTANTS:*** **What are the measurements you have deployed to take care of security concerns of the information shared by your counterparts?**

   Shilpi: Amatra has a Non-Disclosure Agreement with each of its clients which is signed and sealed by both the parties before initiating work on any project. We also have certain electronic and physical security features in place to ensure the highest standard of internet security, firewalls and confidentiality to our clients.

9. ***KPO CONSULTANTS:*** **Are you open to collaborations in the LPO segment to grow faster?**

   Shilpi: Yes, definitely if any outstanding opportunity is there.

10. ***KPO CONSULTANTS:*** **Where do you envision seeing Amatra five years down the lane? What do you plan to reach there?**

    Shilpi: Amatra envisions to be one of the superior vendors in the LPO Industry. Our focused approach, quality and our team shall definitely help us reaching those heights.

11. ***KPO CONSULTANTS:*** **To you, what are the key challenges a naïve LPO venture faces in the Indian context?**

    Shilpi: Training, placement and retention of talent pool is the major issue. We want to collaborate with the industry people to nurture the professionals as per the industry standards.