

2-Day Training Program for BPOs

Plan & Build Product Offerings

Who we are

Artha Shastra is a boutique consulting firm started by banking and BPO professionals who pioneered the banking-BPO industry.

Why attend

Many BPOs look for ‘solutions’, ‘products’ and ‘platforms’ without a clear definition of what these are. Others want to enter a new area without a clear understanding of what it takes to do so. Without focus and a clear roadmap, these investments will fail. To succeed, the proposed solutions must be based on individual firms’ capabilities and market access. Providers must learn how to prioritize opportunities and what degree of “productization” to strive for. This program helps firms to answer these questions .

Our training programs are conducted by experts who pioneered end-to-end process outsourcing. They have immense experience in target market selection, product design and development.

Who should attend

Senior professionals involved with firm strategy. The ideal class consists of product managers, sales, sales support, operations, HR and finance.

What we do

Artha Shastra knowledge programs are two-day workshops designed for 12-14 members. The industry agnostic methodology uses a data driven approach to map opportunities and conceptualize them against capabilities.

Participants will be taken through a detailed product portfolio mapping and planning exercise relevant to the company’s area of interest and a roadmap to implement. Whether you are a call center seeking to grow into the transaction BPO space, or a full service BPO firm looking to differentiate your offering, this workshop will help you win.

Who are the trainers



Shammik Gupta, MBA, IIM-A, Managing Partner, Artha Shastra. Formerly with Infosys BPO, Soc Gen, Citibank.



Naresh D’Mello, MBA, Stern School of Business, COO, Artha Shastra. Formerly with Infosys BPO, Infosys, PwC, Arc Partners.

Topics & Objectives

Day 1
Setting the Foundation

- Drivers for building products – market perspective & developing trends
- Characteristics of BPO service product – Approach & degrees of productization
- Setting management objectives
- Map process density & competencies
- Map current demand to competency

Understand why providers need to focus on building product offerings & how it is different from its traditional BPO definition. Map processes & analyze process-product adjacency matrix. Determine competencies & evaluate against current pipeline

Day 2
Portfolio Assessment & Strategy

- Product opportunity identification & strategy
- Determine product portfolio
- Identify stage of development for selected products
- Validate against management objectives
- Recommendations & next steps

Identify product development opportunities based on pipeline & capabilities. Introduction to Artha Shastra product development framework. Chalk out roadmap to implement & list next steps

- Artha Shastra & client feedback
- Based on participation expectations, agree on ways to use the learning over the next 60 days towards a concrete solution.

Request a workshop

Artha Shastra training programs are customized for individual companies. For more information on scheduling, logistics and pricing, please contact:

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