

BPO & KPO

- **BPO** (Business Process Outsourcing) involves contracting out routine, repetitive, and non-core business activities to a third-party service provider, primarily to achieve cost savings and operational efficiency.
- **KPO** (Knowledge Process Outsourcing) is a specialized segment of BPO that involves outsourcing highly complex, knowledge-based tasks requiring specialized expertise, analytical skills, and critical thinking. KPO focuses on providing insights and strategic value rather than just process execution

Some popular BPO tasks include:

- Call Center Outsourcing
- Data Entry Processing
- Financial BPO Outsourcing
- Healthcare BPO Outsourcing

An example of KPO would include the following:

- Business Research
- Legal Process Outsourcing
- Market Research
- Writing and Content Development
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BPO (Business Process Outsourcing)	KPO (Knowledge Process Outsourcing)
Involves outsourcing of routine business processes such as data entry, customer service, and accounting.	Involves outsourcing of higher-value processes such as market research, legal research, and intellectual property management.
Typically deals with non-core, repetitive tasks.	Typically deals with specialized and complex tasks.
Involves lower-skilled workers and lower-level decision-making.	Involves highly-skilled workers and higher-level decision-making.
Typically involves a lower level of risk and investment.	Typically involves a higher level of risk and investment.
Focuses on cost-saving and efficiency.	Focuses on knowledge-sharing and strategic decision-making.
Can be done by companies of any size.	Usually done by larger companies with specialized needs.
Can be done in-house or outsourced.	Often outsourced to specialized companies or experts.
Examples include data entry, customer service, and accounting.	Examples include market research, legal research, and intellectual property management.