

# AEGIS EXPANDS ITS FOOTPRINT IN MALAYSIA

SANDIP SEN, GLOBAL CEO OF AEGIS LIMITED TALKS ABOUT THE COMPANY'S EXPANSION IN MALAYSIA WITH THE LAUNCH OF ITS THIRD BUSINESS PROCESS MANAGEMENT (BPM) CENTRE OF EXCELLENCE (COE) IN ISKANDAR PUTERI, JOHOR, MALAYSIA AND HOW THE DECISION FOR THIS PARTICULAR LOCATION WAS PICKED IN TERMS OF TALENT POOL AND LOCALE.



*Sandip Sen, Global CEO of Aegis Limited.*

**W**ITH the mantle of being a global outsourcing and technology services company, Aegis Limited is a well established name with a myriad of awards and accolades under its belt. Showcasing high levels of commitment towards impacting client's business outcomes, Aegis key focus revolves around enhancing customer experience across all touchpoints and channels. Upon its initial founding 30 years ago, Aegis

has grown and spread across the globe. As of now, Aegis operates in 43 locations across nine countries, with a workforce of more than 40,000 employees.

## **THE MALAYSIAN GROWTH PLAN**

Along with Aegis BPM COE, Iskandar Puteri, the company has two other offices in Kuala Lumpur, with one being at Menara 238, and another at Symphony House. In 2014, a plan was put into place with the goal of positioning Malaysia as a hub that would support the company's expansion plans in

the Asia-Pacific and Asean region. Sandip explained that during its early expansion in Malaysia, they focused on penetrating newer markets and augmenting existing capabilities.

"Aegis has been a pioneer in the global delivery model and that has led us to grow and expand our strategic presence in Malaysia. This reinforces Aegis' strategy of providing our customers with an ecosystem which taps into a skilled talent market and provides the best tools, processes and practices to enhance customer experience and lifetime value." 

Fast forward three years and Aegis currently employs over 3000 people across its two centres in Kuala Lumpur. With the inauguration of its new BPM COE in Medini 7, Iskandar Puteri, Johor, the corporation aims to create over 700 jobs and provide BPM solutions for clients from all over Malaysia, Singapore and the Asia Pacific region.

Sandip said: “With our two centres in Kuala Lumpur and our client base of both Asian and global clients, we ran out of capacity and decided that we needed to set up another centre in Malaysia. After researching several possible locations, we came to a conclusion, based on data collected, that Iskandar Puteri was the best choice.”

Ultimately, the decision stemmed from several factors. “Firstly, we looked at the talent pool and realised it had skilled labour, which was something we needed. Secondly, there was a lot of support from Government agencies and thirdly, it was within close proximity to Singapore.” In line with the last statement, this paved the way for cost effectiveness since many of the Asia Pacific Headquarters were based in the region. However, in order to reach that objective, there was a need for the establishment of a COE.

A major breakthrough was in getting their first client, Celcom,

who is one of the biggest telecom companies in Malaysia. “Today, we have more than 500 people in the COE and a strong pipeline. This pipeline has formulated the vision of not just building Iskandar Puteri as a critical centre but also to become part of our growth story in Malaysia, another prominent milestone for Aegis.”

Sandip is also looking beyond the currently set target of 700 employees with his personal target being double that amount. In order to establish themselves as a

large centre, the thousand people mark needs to be crossed. The current target involves making the Iskandar Puteri centre a centre of excellence with best in class policies, training, and incorporation of new age BPO and KPO processing such as social media analytics and automation, as well as attracting more Asian and global companies.

“Obviously, we are very intertwined with the local community as our hiring happens locally; henceforth, I sincerely hope that we are able to boost both local employment and local economic activity.”

**MALAYSIAN TALENT**

Talent has been, and still is, a pivotal aspect to consider whenever a new location is chosen. Iskandar Puteri as the choice location comes well equipped with a very resourceful talent pool. Malaysia, as a multicultural nation, has the added advantage of a multilingual workforce. This comes into play very well at Aegis as part of their growth strategy also involves making Malaysia the hub for all of Asia.

“In our centres, including Iskandar Puteri, we now provide a total of 19 languages which have helped communication with various cultures across the globe. We recognise that communication is still a major aspect when it comes down to business.”

“With the inauguration of its new BPM COE in Medini 7, Iskandar Puteri, Johor, the corporation aims to create over 700 jobs and provide BPM solutions for clients from all over Malaysia, Singapore and Asia Pacific region.”



Launch of BPM Centre of Excellence in Medini 7.



*Launch of Aegis COE with YAB Dato' Mohamed Khaled Nordin (Chief Minister of Johor), Sandip Sen (Global CEO, ED, Aegis Ltd.), Divya Dutta (COO Aegis MY).*

A team was appointed to scout various locations in Malaysia and the data showing a strong talent pool in Iskandar Puteri gave Aegis the confidence that they needed in setting up a centre there.

“We want to grow beyond what we have committed to and we want to increase the talent pool. We have gone to various areas around the state and have explored the talent pool in Johor very thoroughly. We have even provided housing to them, which is further incentive for them to relocate here in Medini. To put it simply, we have created a sort of ecosystem for our employees that allows them to get the most out of working here.”

The company has planned to have a workforce that numbers 700 employees, which is quite a challenge. In line with this, one of the initiatives in which Aegis has undertaken is to approach colleges and various other institutions with the goal of acquiring people who are skilled and who can be developed towards increasing the talent pool. Retention of talent is another area that the company is looking into.

“Thus far, we have been lucky because the training that is provided and the whole ethos of the company has meant that we have a low turnover rate in terms of manpower. Here at Aegis, we understand that at some point, employees whom we have invested our resources and knowledge in

might decide to leave for other opportunities. Despite this, it is our belief that employees who leave still play a part in being our brand ambassadors.”

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This pipeline has formulated the vision of not just building Iskandar Puteri as a critical centre for us but also become part of our growth story in Malaysia thus anchoring as another prominent milestone for Aegis.”

#### STRATEGIC LOCATION

Sandip believes that there are three main boxes that need to be checked off when it comes to choosing a location. The first aspect being people. Is there a workforce that the company is able to hire within a certain location? Secondly, is the location accessible for prospective

clients to reach? Finally, is there active encouragement and support from the local government?

Iskandar Puteri was able to fulfil each criteria whereby it had a strong and diverse workforce, close proximity to Singapore which provided easy access for clients and support from government agencies such as GBS Iskandar.

“GBS Iskandar has been extremely helpful and proactive; without their support, we could not have finalised this location as quickly and as efficiently as we did. I strongly believe that GBS Iskandar has been very instrumental in providing us that initial breakthrough, without which it would have been a long and difficult journey. This is one of the reasons behind our increasing success as the support from local agencies is very valuable. Certainly, I would like to congratulate GBS Iskandar for all they have done. This is truly a close collaboration towards excellence.”

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