

Extract Sample Company Profile Writing

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Highlight USP, unique assets and competencies



Expertise Technologies Pte Ltd is a fast growing Business Process Outsourcing (BPO) company with 15 years of experience managing a wide range of non-core but essential business processes and back-office functions for companies and public institutions in Singapore.

The Expertise Difference

By choosing Expertise Technologies as your strategic business partner, you will be harnessing our **five key strengths**:

1) Leadership & Domain Knowledge

The BPO industry is one of the most challenging businesses to be in and requires outstanding execution skills. Expertise's management team, led by Founder-Director Mr. Khoo Eng Chew – a veteran in IT and back-office outsourcing, adopts a hands-on approach in every project, no matter how big or small. Together with his team of experienced supervisors, they make sure key decisions are made expediently and best practices are adhered to.

Because of our management team's deep domain knowledge and process know-how, and in depth understanding of industry, we are able to grasp a company's business processes quickly, identify the operational and manpower needs, and offer innovative and cost-effective outsourcing solutions to our clients in a timely manner.

2) Full-time Outsourcing Team

While attrition rate may be high and part-time labour is common in the BPO services sector, we at Expertise keep our staff turnover low by hiring full-time employees only and investing in their training. By offering our employees competitive compensation and job security, they are motivated to give their optimal best for every outsourcing job assigned.

3) Fully Trained Staff

All our employees are equipped with core skill sets before deployment. They undergo intensive, customised training before being assigned an outsourcing project. In 2009, we invested in more than 12,000 training hours. And we are committed to invest in at least 10,000 training hours in 2010.

Employees who are deployed for service have successfully completed the WSQ WorkPlace Safety and Health and WSQ Apply Teamwork In The Workplace certification training conducted by the NTUC Learning Hub.

Our commitment to deliver the best BOP practices to our customers is also behind the motivation to set up our own dedicated training centre in 2010.

4) Effective Business Continuity Planning

Plans are now underway to implement a Business Continuity Plan (BCP) within Expertise - a logistical contingency plan to ensure that we continue to stay in business even during a disaster or major incident. This underscores our strong commitment to ensure that under no circumstances will our services or productivity be disrupted, or our customers be inconvenienced.