

iCatchIT KPO Evolves a New Look, and Inside Outsourcing, an Industry Insider-Information Portal

By Eugene Calacat

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Offshore KPO pioneer iCatchIT unveils their new data-driven website as the company refocuses on Knowledge Process Outsourcing, customer-centric outsourcing, and employee-centric team management.

Cebu, Philippines, 12 February 2007 – iCatchIT KPO officially launched their new website, a resource for the outsourcing industry, KPO/BPO clients, and other offshore outsourcing stakeholders. The new content-centric website launch was announced at their site in Cebu City. The unveiling was done by iCatchIT CEO, Jonathan Corners; VP for Public Relations, Jerry Corners; Operations Manager for Philippine Operations, Sachiyo Nomura; Operations Manager for Australian Operations, Cecilia Casas; Sales Manager for BPO Services, May Bollozos; and representatives of regional non-governmental organizations.

The website now hosts new features that will address KPO questions about the outsourcing industry in the Philippines. Jonathan Corners says that their new forum and Blogs will “provide inside information about outsourcing, and other much needed information about the industry.” He adds, “We are promoting the Filipino KPO industry here in Cebu and one way to effectively do that is by giving the public the opportunity to interact with knowledge workers from Cebu.” iCatchIT VP Jerry Corners proudly introduced their new information portal, which they call Inside Outsourcing. “Inside Outsourcing is composed of our newsletter, forum, and the Blogs of eight of our executives. We hope to initiate discourse and build linkages within the international KPO and BPO community when we launch our own version of a knowledge-exchange gateway,” says Jerry. Their monthly publication is expected to be launched in early February.

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