

6<sup>th</sup> Annual Meeting on  
**NEUROSURGERY AND NEUROLOGICAL SURGEONS**

&

9<sup>th</sup> Global Summit on  
**NEUROSCIENCE AND NEUROIMMUNOLOGY**

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## Neuroscience solutions for the BPO industry

Abstract of Talk under the “Behavioral Science Track”

“Outsourcing” refers to the practice of outsourcing Non- Core Business functions of an Organization to 3rd Party Business Process Outsourcing (BPO) Service Providers. The Outsourcing Industry is one of the fastest growth industries in the World, with an average annual expansion rate of 20%. And the Philippines is among the top countries of choice where BPO Service Providers locate. Its contribution to the Philippine GDP (Gross Domestic Product) is approximately 19% in 2018 and it is the Philippines’ 2nd largest net foreign exchange earner and is the country’s most important generator of jobs.

Its workforce is dominated by Millennials whose office hours adjust to the time of the Clients (so Philippine BPOs catering to American Clients work from 8pm to 12noon). This promotes a lifestyle rooted on insufficient sleep, lack of exercise, and a diet that thrives on coffee and fast foods. Work is intensely stressful as strict compliance to Performance Metrics and Service Level Agreements are demanded. BPOs traditionally resort to providing non-monetary benefits such as regular special events, game rooms, and weekly massages in order to retain their people. But “Worker Attrition” remains as its primary challenge, with an average 30% of its people leaving before their 6th month of employment.

Neuroscience Concepts which contradict prevalent industry practices have successfully lowered Worker Attrition among my BPO Clients. Using Lectures and Demonstrations, Coaching and Mentoring, Key Performance Metrics have been met through solutions which give rise to the

optimal mix of the “DNA of Achievement”, namely; Dopamine, Noradrenaline, and Acetylcholine. As a result, emotions have been regulated, focus has been sharpened, learning has been optimized, and a culture of trust has been established. And analysis of field data reveals not that only has Worker Attrition gone down, but “Average Handling Time” (the time it takes to complete a Phone Conversation) has also decreased.

## Biography

Ben is a US-Certified Neuroscience Coach as well as a Neuro-Linguistic Programming (NLP) Master Practitioner. He is the Managing Director of Amplius Management Consultancy based in Manila, Philippines. His firm provides services in the areas of Management Consultancy, Training, Organizational Development, and Market Research. He graduated with a degree in Engineering from the University of the Philippines. Ben then proceeded to earn a Master of Business Administration (MBA) degree from the same university and a Master of Science in Industrial Economics from the University of Asia and the Pacific. He has had an extensive Corporate Career in the different Functional Disciplines of General Management in a variety of Industries, such as Manufacturing, Sales & Marketing, Property Management and Development, Strategic Consultancy, and in a conglomerate involved in Shipping, Manning, and Business Process Outsourcing. He combines Science with Management Theory and actual Corporate Experience to design novel solutions to Organizational challenges.

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**WHY FOREIGNERS OUTSOURCE TO THE PHILIPPINES?**

- MOST FILIPINOS SPEAK ENGLISH**  
English is one of the top 10 most spoken languages in the Philippines.
- MOST FILIPINOS ARE HARD-WORKING**  
The number of OFW or Overseas Filipino workers abroad are proof that Filipinos have pride in their work and usually do them well.
- WE CHARGE LESS WITH QUALITY WORK**  
You can see the big difference between the pricing with the same service.
- RATES**  
Philippine Cost Index: 100  
Japanese Cost Index: 100
- START-UP FRIENDLY**  
Less than \$5,000! for a team of employees
- HOTTEST MARKETS IN OUTSOURCING**
- CALL CENTER**  
Most popular method of outsourcing and probably the reason of the rise of other markets.
- IT SERVICES**  
IT Services like programming, software development is also popular.
- INTERNET MARKETING**  
Current offered by schools here in the Philippines is proof that the industry is hot these days.
- VIRTUAL STAFFS**  
Use our hot well-trained and enhanced virtual assistants that will help your business grow.

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