**The Business Processing Outsourcing industry – English language communication issues in the call centres in Asia**

The business processing outsourcing industry (BPO) is worth billions of dollars annually and work is increasingly being outsourced to developing countries like India and the Philippines. Recently the Philippines overtook India as the biggest provider of English speaking call centre work as global businesses perceive the spoken communication skills of Filipinos to be better than Indians; but how good is it? Given that in the call centres recruitment conversion rates are low, customer feedback is not as good as it is on-shore and attrition is high, what is going wrong in Asian outsourced and off-shored sites?

This research seminar will look at the role of English communication in the development of this industry with specific reference to call centres and will provide an overview of applied linguistic research completed so far. Finally this seminar will report on a recent study situated in a large bank that has outsourced its work; this bank has experienced significant quality assurance improvements by using some of the applied linguistic research outcomes to change training, coaching and assessment processes in their Asian worksites.