



**Elizabeth Jacob,
CEO & Director,
Athena BPO**

Elizabeth is a B.Sc. graduate from Mumbai University after which she completed a degree in Computer Management from Jamnalal Bajaj Institute of Management Studies. Driven by her passion for consistent improvement and constant innovation, Elizabeth has been able to imbibe a culture of business excellence and perfection in Athena BPO.



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BPO

ATHENA BPO

THE ART OF CEMENTING
THE LEGACY

Established two decades ago by Elizabeth Jacob (CEO & Director), Athena BPO is a pioneering Domestic Contact Centre in India. Over the years, the company has not only been able to build an elite reputation in the BPO industry, but It has also been able to create a niche for itself in the market. Leveraging more than two decades of industry experience in servicing clients in India with multi lingual support in 11 regional languages spanning across multiple cities, Athena BPO has been able to break new business frontiers and strive for greater heights in the Indian corporate realm. The company boasts a prestigious client ecosystem across multiple industry verticals, including BFSI, FMCG, Media and Telecom to mention a few. Starting their operations in 2000, Athena BPO has been able to not only evolve with the changing technology landscape, but this unique company has also been able to cement their legacy in the industry, owing to the quality of their offerings and the transparency of their operations. As the CEO & Director of the company, Elizabeth has been able to imbibe her passion for consistent improvement and constant innovation into Athena BPO. And this has been one of the primary catalysts behind the company's resounding success in the ultra-competitive BPO market space.

Engaging in a conversation with CEO Insights, Elizabeth gives detailed insights into her professional journey and the unique business operations of Athena BPO.

Can you talk more about your professional background? Also, what drives you to be a change-bringer in the industry?

I entered the Telemarketing industry in 1989, when it was still in its infancy. I was keen to understand more



about telemarketing and to pursue my goal, and I had to quit my job in Philips India, where I was holding the position of a Marketing Communication Executive. My drive and passion to learn more about telemarketing were one of the primary reasons behind the establishment of my own company. Before setting up Athena BPO, I worked in a telemarketing company, where I got the opportunity to hold multiple positions and this helped me to have a better understanding of the industry.

Having a holistic view about business, I am a very hands-on leader who is willing to get things done myself. I converse with clients before offering them best in class services. And over the years, I have seen this industry mature in India by going through multiple paradigm shifts. My passion to evolve with the industry is also something that keeps me going and it helps me to deliver the expected results for my clients. Also, the fact that we can work with clients from almost all different industry verticals makes it challenging and at the same time interesting for me.

Tell us more about Athena BPO and its operations.

We are one of the first domestic players in the BPO segment and we provide a full spectrum of tele calling services, backend services, web, email & SMS response management, including inbound and outbound tele calling, and our functional expertise ranges across sales, customer service, and collections.

Our technology support is world-class, and is based on highly reliable, customized CRM-driven solutions

and seamless processes with total information security. At Athena, the premises and infrastructure are tailored to deliver the best results for our clients consistently.

Can you mention some of the major challenges that you have faced in the industry and how did you overcome them?

During the pandemic, when most businesses struggled, we were able to go online quickly and continue with our operations without having to face any major issues. Not only were we able to work, but at the same time, we were able to ensure data security for our clients as well. All this has resulted in us getting more business post-COVID and this just goes off to show our capability to offer world class services even while going through unprecedented times. This achievement also stands as a testament to our ability to adapt to the changing situations seamlessly.

As an industry stalwart with over three decades of domain expertise, what would be your advice to the budding entrepreneurs?

You need to be focused on your business as well as the requirements of your clients. Make sure that you are flexible and committed to improving constantly. In the current corporate realm, it is important that you evolve with the market and you should be able to learn, improve and constantly re-invent yourself. One needs to be innovative and make sure that your operations are client-centric as well. Also, make sure that you understand and incorporate technologies that will work for your organization the most. [CEO](#)