

Jun. 28, 2023

Relia, Inc.

Relia Vietnam Offers Lecture on BPO at Vietnam National University, Hanoi as part of Career Education Assistance Activities

Relia Vietnam Joint Stock Company (hereafter “Relia Vietnam”), a Relia Group company that offers contact center services in Vietnam, recently delivered a lecture at Vietnam National University, Hanoi. The lecture was designed to provide students with a career education opportunity, and to foster future leaders of the BPO industry.

One of Vietnam’s two national universities, Vietnam National University, Hanoi is the country’s largest comprehensive institution of higher education and research. The university periodically hosts lectures by Japanese company representatives and other invitees as part of career education for students.

Relia Vietnam’s on-campus lecture this year follows its preexisting collaboration with Vietnam National University, Hanoi on off-campus learning programs for third-year undergraduates studying Japanese, which it has been operating since 2013.

The theme of this lecture was “What is Outsourcing?”. Relia Vietnam General Director Kuninao Sagawa began with an overview of the BPO industry and market conditions related to outsourcing in Vietnam. The lecture also advanced students’ understanding through its combination of basic information about the industry, and practical examples that included profiles of Japanese-speaking professionals working in the company and specific tasks they perform.



The lecture in progress

Around 100 students attended and listened intently to the lecture. They also posed many questions in the Q&A session, to which the speaker offered answers incorporating his own practical experience. This enabled students to imagine working in a Japanese-language workplace in the future, and to gain an insight into the attractions of a career in the BPO industry.



Students in attendance

The Relia Group is committed to seeking and proactively engaging in activities that contribute to local communities, including career education support that provides students with opportunities to envision their future.

[About Relia Vietnam Joint Stock Company]

Relia Vietnam Joint Stock Company is an outsourcing company first established in Vietnam with Japanese capital in November 2009. It operates call centers for customers both within and outside Vietnam and provides Japanese-language back office operations (data entry, general affairs and personnel, CAD, image editing). Using its proprietary databases, it also offers companies planning to set up in Vietnam a variety of services ranging from marketing, research, and sales through to company establishment and talent procurement. The company makes maximum use of call center and BPO know-how cultivated over many years in Japan by Relia Communications and guarantees the security of Japanese quality standards, delivering optimal service quality and productivity in the Vietnamese market and contributing to the enhancement of its customers' corporate brand.

Established : November 2009
Headquarters : 10F Detech Tower II, 107 Nguyen Phong Sac Str.,
Cau Giay Dist., Hanoi, Vietnam
Representative : General Director Kuninao Sagawa
Capital : 500 million VND
Business description : CRM business, BPO business, Market Research
business
Corporate URL : <http://relia-vietnam.com.vn/>

[About Relia, Inc.]

Since its establishment in 1987, Relia has been contributing to the growth of the businesses of its client companies by providing services to match a social environment that is changing with the times and the growing sophistication of the needs of consumers. Approximately 36,000 staff members working at more than 60 sites inside and outside Japan combine operation capabilities accumulated by the members over many years with the latest technologies to provide high-value added services in the Contact Center Business and Back-Office Business. It is the aim of Relia to create new value by “supporting collaboration” between client customers and consumers based on its operational knowledge to realize an even better society.

Established : June 1987
Headquarters : Odakyu Southern Tower 16F, 2-2-1 Yoyogi,
Shibuya-ku, Tokyo 151-8583, Japan
Capital : 998 million yen (as of March 31, 2023)
Listed market : Tokyo Stock Exchange, Prime Market (Securities
Code 4708)
Business description : Contact center business, back office business
Corporate URL : <https://www.relia-group.com/english/>
Service Website “Relia Success” : <https://www.success.relia-group.com/english/service.html>

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