ARE YOU CONSIDERING OUTSOURCING TO REBUILD YOUR BUSINESS?

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SHOULD YOU OUTSOURCE OR NOT?

A BUSINESS’ STRENGTH IS DEFINE BY ITS RESILIENCE, ADAPTABILITY AND ITS RESPONSE TO CHANGE.

As we adapt to a new normal, whether you are in the rebuilding stage, expanding, acquiring new companies, or looking to take on new opportunities you have many choices to make. Adapting to new situations may take a while. It can be intimidating and very difficult to do, but if you want to get back on your feet again, doing it as quickly as you can make a huge difference. It can help you move up the ladder, and way past ahead from your competition. It can be done with thorough planning and research. You can either do everything on your own - assessing your business post-crisis while running it which could be really challenging. You can either hire local talents, go for contractors, freelancers, or choose to outsource specialists. If you find yourself in this kind of dilemma. There’s no need to worry, we got you. Allow us to help you make a sound decision by first, letting you know why outsourcing won’t make sense for your business.
Here are the risks of outsourcing:

Like any other plans, decisions and strategies, outsourcing also comes with some risks that could be harmful to your business. See how these potential pitfalls may affect you:

**Home Field Advantage**
If you have a team of competent employees and a broad labor pool in your local office that could do the tasks you need, then acquiring a team outside your company would not make sense.

**Critical and Core Business Competencies**
Critical and core business competencies define your brand. It is only rightful that business judgment should be done by the owners alone and not with any third-party. Therefore, business core competencies should never be delegated or outsourced.

**A need for physical interactions – office collaborations**
There are times when planning needs collaborations between teams or department and it is much easier when everyone is in the same room, sharing ideas and brainstorming to create or come up with a faster result. If your business runs a lot of projects that need physical interactions between your employees, then outsourcing is not for you.

**Security threats**
Security, intellectual property and privacy concerns are present in every business whether local or outsourced. It imposes a higher risk for outsourced resources on these since you will not be there to check on them round the clock. Establishing sophisticated security tools in place for your system could help eliminate these threats both locally and outsourced.

**Cultural Nuances**
Every company and individuals have their own culture. Oftentimes in an outsourcing setup, people come from different backgrounds, different countries even and would have a different culture. One thing could be ethical for one but is not acceptable to others. This could impose a challenge to the business, as it could delay a project or could cause inefficiencies at work. Understanding and awareness of different cultures will make a huge impact on the success of outsourcing.
There are many advantages of outsourcing. Knowing what you can get from it will give you a clear vision whether this is the perfect strategy your business needs.

A convenient access to global talent search
Outsourcing will expand your reach. You now have access to an entire global pool of experts. How convenient and cool is that?

Increase efficiency and economy of scale
Outsourcing offers specialized skills services providing higher efficiency and resulting in to increase in productivity. If you want to get things done quickly and efficiently, outsourcing can do it for you. This could give your business a higher profit and an increase in the realization of the economy scale.

Peace of mind
Choosing a trusted outsourcing provider can make all the difference! You can put your mind at ease knowing that your projects are done expertly and efficiently.
Benefits of Outsourcing

Cost reduction and high returns on investment
Lowering costs in all aspects of the business – operations, labor, and capital is the major reason most businesses outsource. Saving money could mean investing in more meaningful consumer-focused initiatives, yielding sales, thus, better revenue realization too.

HR flexibility
Hiring employees can be a lot of work, expensive, and time-consuming. With outsourcing, you do not need to burden yourself about hiring competent employees. The providers will do that for you plus you do not need to worry about the traditional HR laws that go with hiring as it does not apply to outsource.

Improves company’s competitive niche by focusing on its core business
Unloading repetitive, routine and supporting tasks and processes that are time-consuming to an outsourcing provider that could do it efficiently at low cost, will give your company the time and focus it needs to concentrate on improving your core business functions and increasing your competitive advantage in the market.

Reduce risks
Assessing risks in every business initiative is very crucial to the success of each and every project. Since outsourcing providers are experts in specialized fields and have a system in place, you can take advantage of their ability to manage any possible risk.

Business Scale, Think Expansion
If you’re thinking about expanding your business globally, then outsourcing can help you kick-start your dream. With a global resource awaiting you, your success for expansion to different locations can come true in no time.

Higher level of institutional control
You have the higher authority to impose administrative action over your outsourcing partner. For instance, your outsource provider did not reach your set service level agreement, you’ll have the liberty to fire them and move on to a different provider as you please.
“Outsourcing helps build better businesses, stronger economies, and a more prosperous way of life.” - Michael F. Corbett, Dearborn © 2004

While the reasons you have read may be very enticing to take a leap and sign up with outsourcing, as a business, we understand that you need to weigh in more than the sweet promises you see.

Well, you are in the right track. The facts and evidence coming from trusted sources will speak for itself. Here are the pieces of information you need to know to have a better understanding whether outsourcing could be the solution in rebuilding your business:

- Understand the concept of Outsourcing
- What are the benefits of Outsourcing?
- What are the risks of Outsourcing?
- How Outsourcing can help you rebuild your business?

Read on to get helpful insights in considering your next big step in rebuilding your business.
"Outsourcing is the practice of using outside firms to handle work normally performed within a company" – The New York Times, The Benefits of Outsourcing for Small Businesses 2008

"We can define outsourcing as a strategic decision by a company to reduce costs and increase efficiency by hiring another individual or company to perform tasks, provide services, or handle operations that were previously done by the company. In other words, outsourcing is the practice of getting certain job functions done outside a company. The process of outsourcing business functions is also called contracting out." – CFI, Outsourcing 2015-2020

Outsourcing is often thought of as a service rendered overseas. Well, this is not particularly incorrect but outsourcing is not only limited to companies outside a business' country. While most companies outsource their workforce from developing countries and other foreign locations for lower cost, a business can also outsource to a company in the same location as where they are, a contractor or a freelancer locally who can work inside their office premises.

With the popularity of Business Process Outsourcing (BPO) arises globally, the term outsourcing is now primarily associated with it. Yes, companies usually outsource their support services, data entry tasks, service desk and more through BPO as it is considered as an integral part of the global outsourcing industry, but outsourcing is not limited to BPO alone. You can also outsource just about any tasks, processes, goods, and services your business needs from freelancers and contractors worldwide.
Outsourcing offers a surefire cost-effective way to save money and lower businesses overhead expenses. It also enables businesses to focus on what matters most - their core business functions and solves capacity issues which according to Deloitte’s 2016 outsourcing survey, are the primary reasons companies outsource.

Companies that decided to outsource do not only see it as a way to cut cost and save money. They see beyond that. They see it as a solution and a strategic plan where they can gain a higher return of investment and improve overall business performance.

Let’s see some evidence.
"78% of businesses all over the world felt positively about their outsourcing partners."

More than one-third of small businesses (37%) currently outsource a business process. More than half of small businesses (52%) plan to outsource in 2019.
We are a USA-based international Business Process Outsourcing headquartered in Gilbert, Arizona, with offices in the Philippines, Costa Rica, and the Dominican Republic, thereby, we are subject to all local laws and regulations. You can hold us accountable.

We are extremely flexible. We step up to the plate and adeptly accommodate diverse requirements from our clients. We are committed to practicing transparency and fairness in all that we do.

We are committed to the growth of our clients. We establish great relationships with them, therefore, acquiring long term contacts. Unlike large publicly traded BPOs, we know all our clients by name.

We are privately owned. This means that we do not have any quarterly stocks maintained, making us more focused to deliver our clients’ best interest, yielding business success, and advancement.

We take care of our people. We are passionate about bringing excellence and unleashing our talents’ full potential by offering growth opportunities in a global mindset.

Let’s see what they have to say

We are rated #1 on Clutch

“They met business customers' expectations and created valuable relationships and partnerships with the brands.” - Amber Peters, Regional Head of Sales, Major Telecommunications Company

“They value their jobs and care about the work, going above and beyond for every customer.” - Elicia Lewis, Manager, Wireless Watchdogs

“They're very knowledgeable and they were always available to address the requests from our users.”- Rick Hernandez, Sr. Analyst University

WHY FIRMS CHOOSE UNITY COMMUNICATIONS?

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Rebuilding Your Business with Outsourcing

Conclusion

With the Coronavirus starting to clear up and businesses starting to pick up, strategizing your way to fight the recession is crucial.

As a business, you need to think of ways to come up with a plan that will give you the fastest route to rapidly recover your revenue while adapting to the new normal for your operations. You have to stay on top of your competition. Innovate, grow, adapt, and do it the soonest possible time to keep up with what you have lost.

Outsourcing can provide you with cost-effective solutions, by cutting down on the capital, labor, and operational costs while increasing productivity and revenue by allowing businesses to use their time and resources to focus on their core competencies. It also provides access to a diverse set of skills and expertise, and a broader global source of professionals and experts for the needed workforce to keep the business operations back up quicker with the right level of efficiency, flexibility, quality, and an increasing global presence by giving businesses a competitive edge in the global market.

Let us help you with your outsourcing need

Founded on 2009, Unity Communications is a call center and BPO that specializes in sales support, customer service, and administration tasks helping companies grow and concentrate on their strengths. As an award winning sales and support organization, we pride ourselves in acquisition, retention, and new product strategies that many companies large and small are launching. With our ability to source many sales initiates to drive growth, our unique approach has fuel double digit growth for many of our partners. Let’s get you started with your outsourcing journey, send us an email today.
References

1. Business Insider “Countries around the world are reopening — here’s our constantly updated list of how they’re doing it and who remains under lockdown” : https://www.businessinsider.com/countries-on-lockdown-coronavirus-italy-2020-3


