

awareness that a single person can't do it all. In fact, trying to wear too many hats can actually be risky for your business—there are too many moving parts. Everyone has strengths, and everyone must play to them. A business owner is no different.

It's safe to say most business owners and managers don't go into the office every day excited about data processing or other administrative burdens. And just because they're the heads of the organizations, it doesn't mean they're certified in IT support or software testing either. The good news is they don't have to be.

It's time to stop trying to juggle everything yourself and overwhelming your employees by expecting them to do the same. It's time to restore balance to your business and leverage

business process outsourcing (BPO) and it's an integral part of many successful, thriving businesses. Rather than keep every single task and project in-house, you can save your valuable resources by outsourcing a vast array of tasks such as customer care, data processing, payroll, IT support, and more. A good outsourcing partner will also ensure the right strategy is implemented according to your particular business needs, keeping your brand identity in mind.

There are many benefits to be enjoyed from business process outsourcing, along with valuable cost savings. Don't stretch your budget—or your people—thin. Your business will provide the destination, and your outsourcing partner will provide the right itinerary for success.



REFOCUSING YOUR EFFORTS

Along with balance, your business needs focus. Scattered leaders and team members attempting to manage all aspects of the business can lead to chaos, confusion, burnout, or a frustrating level of inefficiency. It's also difficult to move forward when all your energy is focused on maintenance. If all your in-house resources are poured into all the secondary tasks involved with selling a product or rendering a service, you can never have an eye on the future. You will never be able to innovate or set an incredibly high standard of customer service. Your brand identity will suffer or be non-existent.

Partnering with a business process outsourcer can help you stop diverting and refocus your efforts where they count. BPO can encompass everything from processing applications, data entry, data cleansing, quality assurance, lead follow-up, and more. You'll not only be getting these tasks off your plate—you'll be handing tasks and projects over to experts who have been specially trained to complete them thoroughly and efficiently in adherence to your brand identity. BPO is like a strategic extension of your in-house team and company culture.

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Here are some areas of your business you should (re)focus on:

Brand Building
Business Strategy
Learning & Development
Digital Fluency
Goal Setting
Knowing Your Competitors

Here are some BPO tasks you can and should be handing off:

Processing Paperwork
Scoring Calls
Data Maintenance
Data Entry
IT Support
Quality Assurance
Warm Lead Call Transfer

As you can see, a wide variety of non-core or supplementary tasks can be delegated to a business process outsourcer.

In addition, it's important to debunk a common outsourcing myth—that it's an all-or-nothing type of scenario. That couldn't be further from the truth! When your business partners with a BPO provider, you're not at all required to cede control of your entire back office. Rather, you can sit down and figure out which tasks are the top candidates for outsourcing, depending on the unique needs of your business, and proceed strategically.



FREEING UP RESOURCES

It's inevitable that your business will end up with projects and tasks that it simply cannot handle in-house. Businesses experience growing pains when they're developing quickly. When your business has been gifted with employees who possess highly specialized skills, you cannot afford to waste these talents on merely keeping operations afloat. You must allocate your employee resources just as carefully as you allocate your financial ones.

BPO can help. Your employees can prioritize their strengths, while outsourcing will provide your business with highly trained specialists who can accomplish additional non-core tasks with precision and expertise. Nothing falls by the wayside—everything is accomplished efficiently with fully optimized resources.

When it comes to financial resources, you'll also find yourself with a surplus when engaging a BPO. If your business acquires a project or series of tasks that no one in-house is equipped or available to handle, you will have to invest a lot of time in finding and hiring someone suitable.





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We all know time is money—and hiring is expensive. Consider this simple equation by entrepreneur Scott Allen: If you want an idea of the investment required when bringing in a new employee, calculate the cost of training (including materials) and the time required of managers and team members to train the new employee to sufficiently complete the project. Even this calculation is generous, as it doesn't take into account how much time it can take to actually find the right candidate or group of candidates.

The reality is that staffing a project can be neither simple nor cost-effective. This is one of the reasons why outsourcing can save businesses a lot of money. By benefiting from BPO services, your business gains instant access to a slew of talented individuals who are already highly trained and immediately capable of completing the task at hand.

Business process outsourcing frees up both your human and financial resources and reduces the costs tied to hiring for specific projects.



IMPLEMENTING THE RIGHT INFRASTRUCTURE

We live in the age of globalization and e-commerce. With advancements in technology and the increasing prevalence of mobile devices, borders and time zones no longer limit businesses in the ways they used to. There's the potential for more unity and global expansion than ever before—if your business is willing to take advantage of it.

However, it's still no walk in the park. Opening and operating multiple locations in different countries can make it difficult to achieve cohesion. It will take the right infrastructure to make it work. If you don't already have this infrastructure in place, it can be expensive to invest in it.

Business process outsourcing can provide the right infrastructure without all the budgetary constraints. BPO providers make use of cloud-based systems and advanced communication infrastructures to ensure your business operates as a completely unified, 21st-century unit.

In fact, many outsourcing partners have outposts all over the globe, from Canada and the US to the UK and the Philippines, to serve all the needs of your business. How will this benefit you?



COST SAVINGS (You don't have to hire new teams all over the globe!)



ACCESS TO SEAMLESS 24/7 SERVICES AND SUPPORT



PROJECT DEADLINES MORE EASILY MET



INCREASED FLEXIBILITY



SCALABILITY WITH CLOUD TECHNOLOGY



100% UPTIME



COST SAVINGS WHERE IT COUNTS

The valuable, high-priority parts of your business are likely the costliest to maintain. A prime example of this is customer support, which is essential to building your brand and ensuring your continued success. Yet often managers will do one of three things:

- They will cut budgets and resources to other departments
- They will allow customer support to suffer
- They will try to do everything (such as manage business processes) on their own

Unfortunately, these three solutions are not the way to go. If you truly want to build your brand and offer an elevated level of service to your customers, you must invest in the right solution. That solution is business process outsourcing.





An investment implies that you must thoughtfully spend money. BPO has an incredibly high ROI. There are multiple ways outsourcing will save you money—without cutting corners. Here's a recap:

- Access to a complete staff of workers without the cost of hiring or training
- Businesses do not directly pay for the salaries or benefits of outsourced talent
- Significant reduction in overhead costs
- Infrastructure and communication technology overhaul with associated operating costs



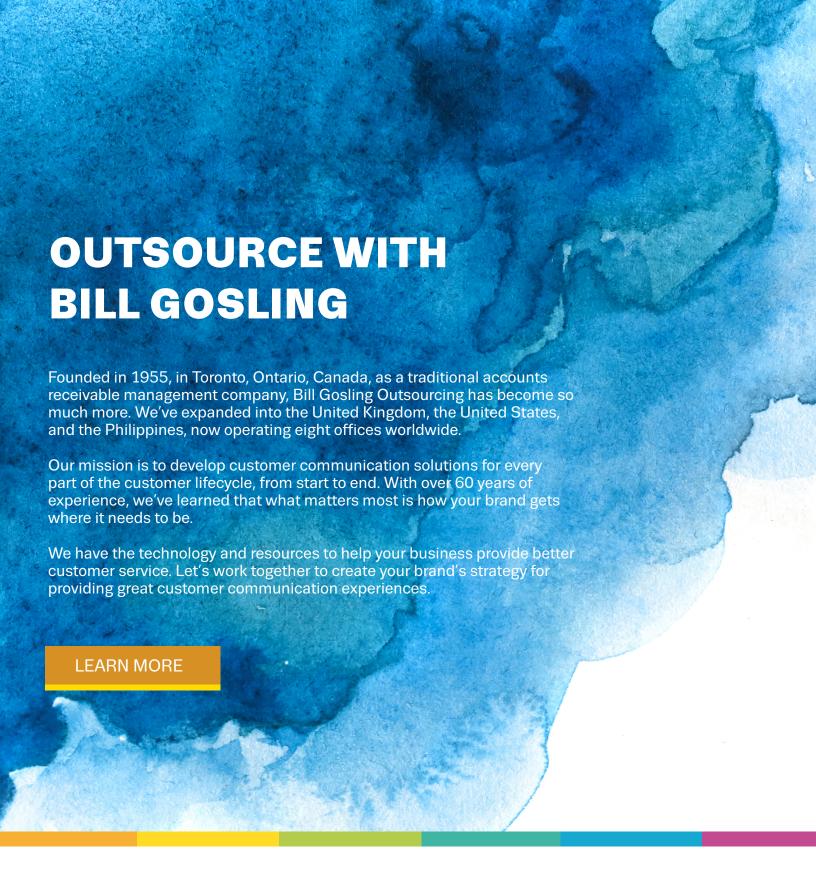
BPO AND YOUR BUSINESS

By partnering with a business process outsourcer, you are investing in a flexible, scalable, and sustainable solution for your entire business. Refocus on performance, free up resources, benefit from the right infrastructure and technology, and build your brand all at the same time.

Take advantage of the opportunities for global expansion and consistently outperform your competition's in-house teams. There's no task or project that can't be tackled with precision and care when you partner with the right outsourcer.









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