

# UNDERSTANDING YOUR OUTSOURCING NEEDS



**BILL GOSLING**  
OUTSOURCING



## IDENTIFY CORE TASKS

Identifying your organization's core tasks can be enlightening when considering your outsourcing needs. Managing functions related to your primary service or business offering is where your team truly shines. It's best to keep the heart of your business in-house.

## IDENTIFY TASKS THAT ARE REPETITIVE OR SPECIALIZED

Now that you've gotten to the core of your business, you can consider which peripheral tasks might make good candidates for outsourcing. Repetitive administrative tasks, specialized tasks that require a skillset you lack in-house, or brand-building tasks like customer care are good places to start.

## DEFINE YOUR BRAND GOALS

A strong brand is so much more than a logo, or even just a product. It's your business' personality and set of values. If you want to build loyalty and trust, you must clearly define your brand. Customers value consistency, knowledge, and a personal touch. Can outsourcing help you achieve your brand goals?

## CONSIDER THE COSTS

Your budget matters, and you must make decisions that are sustainable for your business. Though outsourcing is an investment dependent on the types of services you need, it can often be a beneficial cost-saving solution. Slashing spending on in-house office space, supplies, and full-time salaries can amount to significant savings.

## DETERMINE THE AMOUNT OF FLEXIBILITY YOU NEED

Is your business growing too quickly to keep ahead of? Do you go through seasonal ups and downs? You require scalable support. A common misconception about outsourcing is that it's a zero-sum game. That's simply not true. In-house labour is actually more rigid, while outsourcing can be supple. Determine the amount of flexibility your business needs before looking into outsourcing options.





### **EVALUATE YOUR CURRENT TECHNOLOGY**

Are you using out-of-date tech? Investing in your organization's technological infrastructure can be a good business decision—but it can hurt your budget. Outsourcing can grant you access to all the latest technologies without decimating your bottom line.

### **WEIGH THE ADVANTAGES**

Maybe you're just starting a business and need to maintain a clear focus on your core processes. Perhaps you've received feedback over the years and recognize the need for new solutions. Outsourcing can help cut costs in-house, boost efficiency, and free up resources.

### **WEIGH THE DISADVANTAGES**

Whether it's logical or not, some business owners are simply not ready to give up any control over processes and tasks. Maybe your business needs more time to define its brand and set achievable goals, or perhaps you need to crunch the numbers a little longer. Weigh the pros and cons to make sure you're ready.

### **RESEARCH OUTSOURCING SERVICE PROVIDERS**

Though outsourcing is beneficial and cost-effective, not all service providers are made the same. You want to partner with a provider that can meet (or exceed!) all of your expectations, represent your brand to its fullest potential, scale with you as you grow, and give you a technological edge. Look for industry experience and a proven track record.



# PARTNER WITH BILL GOSLING OUTSOURCING

Founded in 1955 in Toronto, Ontario, Canada, as a traditional accounts receivable management company, Bill Gosling Outsourcing has become so much more. We've expanded into the United Kingdom, the United States, and the Philippines, now operating eight offices worldwide.

Our mission is to develop customer communication solutions for every part of the customer lifecycle, from start to end. With over 60 years of experience, we've learned that what matters most is how your brand gets where it needs to be.

LEARN MORE



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