



UNDERSTANDING THE  
**TRUE VALUE**  
OF OUTSOURCING



## UNDERSTANDING THE **TRUE VALUE** OF OUTSOURCING

In the new business world of evolving technology and globalization, the question of whether to leverage the potential of what outsourcing services offer can be a difficult one. The current marketplace is diverse, fast paced, and competitive, so it makes sense that businesses only want to invest in resources that provide maximum value for their time and money.

In the same way that businesses have grown, adapted, and changed, in response to these times, the concept of outsourcing has also endured changes, and services have expanded to cover a broader audience than ever before.

A wide range of industries are already benefiting from harnessing the value of outsourcing and related services, including banking and financial sectors, e-commerce, telecommunications, utility

markets, automotive, and more. In addition, the range of services offered via outsourcing may surprise you, such as customer service, sales and acquisition, call center technology, business process outsourcing, and more.

As the economy shifts and various industries are being innovated daily, your success might hinge on the understanding that you can't possibly do it all yourself. And it's better that way! Stop losing sleep and stretching your resources thin trying to manage everything in house when there are better, more valuable solutions that will not put undue strain on your team.

It's time to understand the true value of outsourcing, so your team and your entire organization can begin reaping the benefits.

# OUTSOURCING: GENERAL BENEFITS

Outsourcing different components of your business will produce different benefits, yet outsourcing also comes with some general improvements that are consistent across the board. No matter which industry you operate in, here are some ways outsourcing can add value to your business:

## COST EFFICIENCY

Hiring in-house individuals can be a significant expense, especially during uncertain times. Outsourcing a portion of your services removes the need to hire permanent in-house staff, which reduces recruitment, on-boarding, operational requirements, and costs.

Outsourcing is also a cost-effective option for businesses with complicated back-office functions. Often, outsourcing business processes can help you perform necessary functions better and more efficiently, but at a more reasonable cost.

## STAFFING FLEXIBILITY AND EXPERTISE

If you have a workforce that has seasonal or cyclical demands, outsourcing offers flexibility and scalability. You simply get to bring in additional labor and resources when your business requires, and then scale back when appropriate.

Additionally, services aren't outsourced to just anyone—they're outsourced to specialists in those particular fields. That means you can count on specialized knowledge, expertise, and tools to get the job done. Outsourcing can translate to tasks being completed more efficiently and with higher-quality results.

## CONTINUITY AND RISK MANAGEMENT

Weathering periods of increased employee turnover can be difficult for some businesses, adding a layer of uncertainty and inconsistency to daily operations. Outsourcing can help provide a much-needed level of continuity to an organization during trying times. It can also reduce the risk of operating shorthanded, which can result in errors, extra fees, decreased morale, higher turnover, and more.

By shifting certain responsibilities to your outsourcing partner, you are enlisting the help of an expert in the field to manage risk-mitigating factors for you. Teamwork!

## PRIORITIZING CORE FUNCTIONS

So business is good. Your organization is growing and expanding quickly. Congratulations! However, this blessing can also be a curse in disguise if it's not handled properly. Expansion means that both human and financial resources are consumed at a quicker rate and it can negatively impact a business that is struggling to keep up without the right solution.

You need to be focusing on the core activities that made your company such a success, not putting out logistical fires. Outsourcing non-core activities can help you refocus on what's important, without sacrificing quality on the back-end.

## Outsourcing Customer Support

### 24/7 CARE

We live in the age of globalization, where people are increasingly connected at all times, through the use of mobile technology. These, and many other factors, have signaled the shift away from the typical 9-to-5 workday. Offering a very limited window for customer support just won't cut it anymore. Your customers will be expecting to receive service and support when they need it, no matter the time.

By outsourcing, you can quickly and seamlessly expand your customer support so that it's available around the clock. Your customers can receive high-quality support—no matter their schedules, lifestyles, or time zones—in their preferred method of communication.



## **EXPERT STAFF AND CALL MANAGERS**

When you choose to outsource, you're choosing to partner with talented professionals and highly trained customer support representatives. All reps receive the same quality training to ensure that each customer they help receives stellar support.

In addition to this core staff, expert call managers are available to quickly and efficiently resolve issues. With the help of skilled and experienced call managers, your customers will spend less time on issues and more time appreciating the products or services offered by your business.

## **MULTIPLE SERVICES**

Outsourcing customer support is not simply about fielding complaints. Your outsourcing partner may offer several different services that can add value to your business, including sales and customer acquisition!

Whether it's spearheading a telephone or internet survey to gain crucial feedback for your business, or building an online knowledge base to help customers feel more self-sufficient, outsourcing can help you offer a more sustainable and well-rounded customer experience.

## **Outsourcing Call Center Services**

---

Whatever comes to mind when you think of a "call center" is probably outdated. Call center technology and services have grown and expanded for the better. But with growth and expansion comes the need for additional support—that's where outsourcing comes in.



## A MULTI-CENTER STRATEGY

Perhaps your call center has only a single location and is struggling to meet the expanding needs of your business. Partnering with a larger outsource call center might help. With multiple locations, it can offer the size and scalability your business needs.

Additionally, it can be a struggle to offer around-the-clock service to your customers without any help—especially if you want to expand your reach and cater to customers globally. Outsourcing call center services provides access to a multi-center strategy that allows your business to make use of several different locations and time zones, for both recruitment and continuity purposes.

## MONEY SAVINGS

Investing in a high-functioning call center might be necessary, but it's not always easy. Hiring staff for the center, investing in up-to-date technology, and keeping up with changes and innovations is a lot to manage. It's likely why many call centers are operating inefficiently and with outdated equipment. The overhead is simply too high.

But there's a solution. Outsourcing is a cost-effective solution to your call center needs. Your outsourcing partner can provide more flexibility in staffing, which creates more room in your budget to invest in your core operations. You don't have to worry about being either understaffed or overstaffed—there's full scalability potential to meet your business demands.

Outsourcing also makes it easier to implement the latest technologies at a much lower cost. Your outsourcing partner likely offers services to more than one client, so they are able to distribute the high cost of technology required for operating an effective call center among multiple clients.

Bottom line? Your call center will benefit from significant savings when investing in outsourcing.



## OUTSOURCING: A VALUABLE PARTNERSHIP

Whether you're looking to reap the general benefits mentioned above, you've set your sights on improving your customer support or call center services, or you want help with managing your business processes or accounts receivables, outsourcing is a valuable solution for you.

Discover the endless possibilities today.

# CANDID, CURIOUS, CONTENTIOUS: OUTSOURCE WITH BILL GOSLING

Here at Bill Gosling Outsourcing, we are not your average call center. With over 60 years of experience in the contact center industry, we've learned that what matters most is how your brand gets where it needs to be.

We have the latest technology and resources to help your business provide better customer service. Let's work together to create your brand's strategy for providing great customer communication experiences.

LEARN MORE



📍 16635 Yonge Street, Suite 26  
Newmarket, Ontario  
L3X 1V6  
Canada  
☎ +1 844-200-2467  
✉ FurtherTogether@BillGosling.com