

# **PINOY PARTNERS OUTSOURCING CENTER, INC.**

*Owned and Operated by Americans Living in the Philippines*

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*“Language barrier? What language barrier?  
Everyone speaks near perfect English.” – Nancy*

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## **Introduction To Outsourcing**

Outsourcing is simply the act of contracting out a business function to a third party. This third-party organization takes over the task(s) and inherits responsibility for this part of your business success.

Outsourcing frees you up to concentrate on what you do best, it can potentially save money, allow you to be more flexible and possibly grow your business more effectively. In addition, outsourcing has the potential to give you insight and access to expertise and skill sets previously unknown to you.

When done right, outsourcing can help your business reduce its costs and make better use of your and your employee's time...allowing you to focus on your core competencies.

However, you will need to carefully consider the Pros and Cons of outsourcing and determine if the risks outweigh the potential cost savings. Outsourcing is not easy... The process will have to be carefully managed and monitored. “Set it and forget it” is a surefire way to fail when it comes to outsourcing.

We can help you decide if outsourcing is right for your business.  
1-800-267-1704 Ext. 8021  
[info@aboutoutsourcing.net](mailto:info@aboutoutsourcing.net)

## **Should You Consider Outsourcing?**

The benefits of outsourcing can be substantial...to help you make the decision, consider the following questions:

- Why are you considering outsourcing? Is it to free up time to do other things? To save money? To tap into expertise such as engineering, software programming or graphic design?
- Will outsourcing relieve you of the mundane day-to-day tasks and allow your business to focus on its strengths and future growth strategies?
- Will it improve your efficiency or customer service?
- Will your business run better? Outsourcing can make your business more nimble, turning fixed costs into variable costs and freeing up capital. In addition, outsourcing may allow your business to more easily adapt to changing market conditions.

## **Consider your options**

It may be tempting to rush into outsourcing, but take the time to think through what you need, set the terms and find the right service provider. Here are a few things to consider:

- Which processes are you thinking of outsourcing and why do you think outsourcing would be a good idea?
- What are the costs of doing it in-house? Include hidden costs such as office space and staff costs.
- What are the costs of not outsourcing? Will your business become stagnate because it cannot afford to invest in the expertise or the facilities that an outsourcing partner might provide?

When looking at outsourcing, you should also ask yourself:

- Are you prepared to spend the time and energy required to manage the outsourcing relationship?
- Are your expectations realistic?
- Is the function a key task, which your business needs to control directly to ensure its future competitiveness?

Finally, consider the risks of outsourcing against those of keeping the processes in-house.

### **What can you outsource?**

Anything you can hire someone to do for you in your office you should be able to potentially outsource. Businesses of all sizes usually start by outsourcing their non-strategic, repetitive activities and eventually expand to more complex tasks in order to take advantage of the many benefits that outsourcing offers.

Some of the most common outsourced tasks are (in no particular order):

- Customer Service
  - Phone - both inbound and outbound
  - Live Chat
- Web Administer – System Administration
- Online Marketing
  - Social Marketing
  - PPC
  - Email Marketing
- Link Building
- Web Development
  - Design
  - Programming
- Medical Billing
- Transcription Services
- Data Entry
- Phone Sales - both inbound and outbound
- Virtual Assistant
- Software / App Development

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*“We had some pretty technical work that needed to be done. I was a little hesitant at first but after working with you and your team I am now looking for other tasks to outsource. Thank you for all your hard work.  
- Rod*

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### **It’s a Partnership**

It’s been estimated that as much as 50% of outsourcing relationships fail. Don’t let this figure scare you but rather use it as a reminder of just how important it is to choose very carefully with whom you enter into an outsourcing relationship with. Remember that outsourcing means going into partnership with a third-party supplier of services.

For professional help in assessing the return on investment potential for your business by outsourcing contact us today for a free, no obligation consultation.

To find out more about how **Outsourcing To Philippines** can help your business, please call us on **1-800-267-1704 ext. 8021** or e-mail us at [info@aboutoutsourcing.net](mailto:info@aboutoutsourcing.net)