



Top 10 offshore teams to secure business goals



Introduction

Want to know how you could leverage the power of an offshore team? Finding it difficult to imagine how offshoring could ever be a viable option for your business? The Philippines, a country that has made significant strides in providing offshore services to Western businesses, could be the skills-rich offshore partnership your business needs to help you secure your business goals.





Market forecasts and influences

The Business Process Outsourcing (BPO) industry's market size is expected to reach U.S. \$405.6 billion by 2027, supported by the increase in demand across all industries, from accountancy through to FinTech. COVID-19 has changed the game, with businesses forced into work from home (WFH) arrangements realizing that the concept offers further benefits in an offshore model.

The need to work remotely during COVID lockdowns had organizations committing to implementing new, digital tools. This surge in digitization facilitates offshoring, removing geographical borders and opening up global talent pools - a COVID-safe work environment in the office with the business continuity of seamless WFH environments.



According to **Deloitte**, 93% of organizations are considering cloud services and 72% are considering robotic process automation (RPA) solutions to improve the responsiveness of their offshore set up and are rapidly expanding their product or service offering into new markets as a result.

Teams that can boost business capabilities and grow margins are becoming more complex. While offshoring used to be about call centers, data entry jobs and basic back office administration, organizations now want more. This has the offshoring market expanding to meet client demands for functions such as accountancy, financial planning support, CRM development and so much more. Smart businesses are building strong, complex teams offshore to strengthen their onshore operations.

Here are 10 teams you
can offshore easily to the
Philippines to add instant
value to your organization.



1. Back office

More and more businesses are back-office offshoring to the Philippines to boost efficiency and scale fast. And it makes sense – as your business grows, your local team feels the pressure of their increased workload. Business is booming, but they're stretched to breaking point and they simply can't keep up with demand.



Back office admin can be crippling to business growth - it's one of the main driving forces behind high turnover rates. This is because highly qualified staff are often being assigned to back office, routine admin tasks that distract them from completing the core tasks they should be doing in their role. This in turn can have a major impact on an employee's job satisfaction and can lead to decreased productivity.

The solution is to give your local staff the back office support they need. Back office team functions that can be offshored, but not limited to, include:

- Finance, accounting and payroll
- Human resources, recruitment and training
- Workforce management
- Marketing
- Data management
- Personal assistance.



Every business owner needs an efficient back office team to free up their time.

When you hire offshore back office support, your team can complete tasks such as:

- Diary management
- CRM and database management
- Compiling and preparing reports, presentations and correspondence
- Liaising with staff, suppliers and clients
- Implementing and maintaining administrative processes
- Organizing travel plans
- Data entry
- Transcription
- Debt collection
- Paraplanning.

2. Contact center

Customer service is crucial for any business. It has the power to erode profits which can ultimately destroy your bottom line. In fact, 78% of customers have disengaged with a brand as a result of a poor customer experience. Because of this, it's crucial for businesses to invest in excellent quality customer service. Not only will it leave customers satisfied with their experience, it will help you grow your business sustainably.

Businesses are tapping into the offshore market due to the sheer volume of talent that is available overseas. Offshore contact centers, especially in the Philippines, are renowned for their excellent English language skills and dedication to customer service. Because of this, businesses are building highly skilled, qualified contact center teams in the offshore market for up to 70% less than if they were to recruit talent locally. Contact center team functions that can be offshored may include:

- Contact center operations management
- Customer service
- Telemarketing: inbound and outbound
- Debt collection
- Quality assurance
- Workforce management
- IT support.



“ Our offshore 24/7 customer support contact center helped us better manage the risk that came with fast growth during uncertain times.

Managing Director

“ An offshore contact center team can add an incredible amount of value to your customers.

3. Creative services

From marketing and content writing to design and animation, you can offshore creative services and build the ultimate team to deliver on projects faster. Establishing offshore creative and design teams overseas is one way companies can leverage the expertise of experienced creative professionals.

Not only does offshoring cut costs dramatically, it allows you to maintain control and ownership of your creative processes and brand. You can be confident in a unified team of skilled branding, digital and design professionals working synergistically with your creative leads and true to your vision.

With the right offshore provider, you can find creatives with a demonstrated track record of creating successful campaigns similar to what your company needs. Then, buoyed by streamlined social media, advertising and online communications, your customer engagement will increase exponentially.

Creative services team functions that can be offshored may include:

- Web, digital, multimedia, 3D and graphic design
- Animation
- Content writing, creating and editing
- Content management
- Web development
- Copywriting
- Video editing
- Project and account management
- Production coordination.



MicroSourcing helps us by providing quality resources at a reasonable cost, thereby allowing us to pursue opportunities that otherwise wouldn't be feasible.

- Creative Solutions Director,
Marketing and advertising firm.

4. Data processing

Offshoring data processing is becoming increasingly essential for organizations around the world who manage and store large amounts of data. Data processing is a labor-intensive, highly technical task – but without a team of professionals managing and reporting on your information, you’ll miss opportunities to improve your business efficiencies. This is where offshoring can help.

Many businesses offshore data processing to take advantage of efficiencies in terms of both cost and human resources. Given the advances in data applications and cloud computing, data processing can be performed anywhere in the world and at a huge cost saving for the company.

By offshoring this work, your local team can then focus on the drivers of your business at an analytical and strategic level. They can also work on developing new products and services, establishing new revenue streams and nurturing customer relationships.

Data processing team functions that can be offshored may include:

- Data analysis
- Account and file management
- Utilizing data to provide business intelligence
- Data encoding
- Creating protocols for retrieval and storage of data
- Defining data hierarchies and systems architecture
- Data quality management and reporting
- Scripting and programming data management tools
- Data compilations and auditing
- Technical report writing.



An offshore data processing team can alleviate problems in a more cost-effective way.

5. Digital marketing

Offshoring digital marketing is a smart resourcing solution that provides businesses with access to highly qualified and skilled teams, for a fraction of the price. Businesses are utilizing the top tier talent available in offshore markets to help improve their online exposure, lead generation or sales and overall brand awareness.



Marketing can be very time consuming and resource intensive and there are many challenges organizations face when it comes to bringing their marketing strategy to life. As a result, many organizations are looking for cost saving alternatives that can guarantee quality outcomes.

Not only are they achieving these results but they're also freeing up funds in their business by hiring in a low cost economy where employment costs are up to 70% less. These funds are then being used to reinvest back into the growth of their business, allowing them to scale and grow sustainably.

Digital marketing team functions that can be offshored, but not limited to, include:

- Search engine marketing
- Search engine optimization
- Content writing
- Social media marketing
- Pay-per-click advertising
- Email marketing.

“If you are implementing an effective digital strategy, then your reach can be global.”

6. Operations

With an offshore operations team, huge efficiencies can be gained in the critical wheel-turning parts of your business, like data processing, back-office support, administration, quality assurance and workflow planning – anything that's not part of your core strategy.



What's more, offshoring a specialized operations team can expand the capabilities and productivity of your business. Common business challenges such as shrinking product life cycles, the outsourcing of labor, the requirements of environmentally sustainable business practices and the rapid digitization of almost every aspect of our working lives have revolutionized business operations. For many companies, offshoring in operations management gives them a stronger operations team, which allows them to stay competitive in a fast-changing business climate.

Operations teams are typically highly specialized and differ according to the needs of the organization. They streamline processes, identify issues and opportunities for improvement and respond to very particular business needs.

Common examples of the specialists you might include on your team include:

- Operations manager
- Administration manager
- Administration officer
- Administrative assistants
- Quality assurance manager
- Quality assurance analyst
- Workforce planning manager.



Your offshore operations team is most useful when it's molded to your company's needs.

7. Finance & accounting

Your finance and accounting team manages your day-to-day and long-term finance operations and strategy. They look after everything from your incoming and outgoing payments, budget creation and tracking, cash-flow management, financial reporting, tax and compliance and many more tasks related to your organization's finances.



Outsourcing your finance and accounting teams to the Philippines, can offer savings of up to 70% on wages and occupancy costs and can improve your capacity to access and interpret high-quality data and reporting.

With a qualified finance and accounting team, skilled in dynamic financial tracking and reporting tools, you can grow your organization sustainably. The workforce in the Philippines is known for its technical competency and attention to detail, operating in a fiscal and financial system almost identical to conditions in Western countries. In fact, the Philippines is currently one of the most dynamic economies in East Asia, with sound economic fundamentals and a globally recognized competitive workforce.

Finance and accounting team functions that can be offshored may include:

- Bookkeeping
- Accounting
- Accounts receivable and payable
- Payroll processing
- Procurement
- Broker support
- Financial paraplanning
- Insurance claims processing
- Loan processing
- Financial analysis
- Tax advisory.



Our processing times have been reduced by 50% which has had an immediate positive result on our bottom line.

Managing Director, Finance and accounting firm

8. Information technology



Where many organizations would have to invest significant amounts in development and maintenance costs or hiring and onboarding services, offshore providers already have these operational costs covered. Global tech spending is projected to total US\$3.9 trillion in 2021, an increase of 6.2% from 2020. This forecasted spend does not consider the cost of employment to hire staff to keep up with the aforementioned market growth or the overheads with additional staff.

Offshoring can be a solution for organizations that want to reduce overheads to focus on upgrades and develop technology to facilitate growth. Your organization could save up to 70% on employment spending alone with offshoring your IT teams to the Philippines due to the lower living costs.

Information technology team functions that can be offshored may include:

- Technical support
- Business services
- Customer support
- Digital marketing
- Finance
- Human resources
- Web development.



As a high-tech IT startup, we relied on offshoring to aggressively expand our operations which has allowed us to produce more than 10 times our output.

IT Executive

9. Healthcare services

Increasing numbers of healthcare organizations and service providers are using specialist healthcare offshoring providers to stay on top of data entry, compliance, billing and the never ending admin that comes with providing healthcare services. Medical transcription and coding were among the earliest roles offshored by large health sector companies, so there is a strong existing support industry already in place in the Philippines, which is also renowned for its healthcare professionals.

Health Information Management (HIM) professionals perform a variety of functions bridging clinical, operational and administrative processes required by the business. These functions include, but are not limited to:

- Medical coding
- Quality assurance
- Medical transcription
- Medical claims processing or analysis
- Medical billing
- Chart retrieval.



We've been able to achieve 400% employee growth in just two years through MicroSourcing's offshore solutions. We are now able to comfortably meet the demands of servicing more than 600 healthcare organizations while also saving 63% in admin costs.

Managing Director, Healthcare organization

10. Engineering & construction

Engineering offshoring to the Philippines is becoming increasingly popular for construction industry firms who want to provide a high quality product and deliver on time, while maximizing profit.

Engineering requires strong attention to detail and it can be a costly recruitment process to source this talent. Often, firms find it takes them quite a while to find suitable candidates for such specialist roles. The time taken to source these roles would be better re-focused on revenue generation and relationship building. Establishing offshore engineering and construction teams provides a smart and easy resourcing solution that opens up a market of highly qualified and skilled engineers from around the world, for a fraction of the cost when considering salary and recruitment fees.

Organizations are able to save up to 70% on employment costs by offshoring to low cost economies such as the Philippines. And whilst costs decrease, quality does not. The Philippines is a world-renowned location for offshoring and produces exceptionally talented candidates across the engineering space.

The funds saved by outsourcing are then able to be reinvested back into the business to help promote sustainable growth.

Engineering and construction team functions that can be offshored may include:

- Estimating
- Quantity surveying
- Architecture
- CAD operation
- Drafting
- 3D modelling
- Civil, electrical, mechanical and structural engineering
- Quality assurance
- Project management
- Administrative, data and HR support.



We used offshoring with MicroSourcing to grow from 5 to 80 quality employees, across 31 job profiles, including accounts payable, purchasing, software development, IT service desk, resource estimation, accounting, document control and human resource administration.

Managing Director, Construction and engineering company

Ready to take your business to the next level?

MicroSourcing works with many organizations to supercharge their growth and performance objectives by providing high-quality Philippines-based talent.

In this consultation we will discuss:

- Whether your business is outsourcing ready
- How outsourcing with us will impact your bottom line and margins
- Potential roles that would be best suited to outsourced based on the individual needs of your organization
- How we can customize our outsourcing solution to your business objectives.

For more information, please visit our website or contact us today:

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