How to Evaluate Full-Service BPOs to Replace Costly In-House Processes

Choose the Right Turnkey Business Process Outsourcing (BPO) Company to Reduce Costs & Promote Growth

SUMMARY: EVALUATING FULL-SERVICE OUTSOURCING SOLUTIONS

Here is the short version of this guide for finding and hiring the best outsourcing company to meet your needs:

o   Most of your company's general office functions can be **outsourced successfully**

o   Outsourcing means giving responsibility for **managing routine, day-to-day processes** to a 3rd-party company

o   Hiring contractors or freelancers is not outsourcing because you must still manage their work

o   Great outsourcing companies offer a **turnkey solution** for all common administrative needs

o   Regardless of location, top-quality Business Process Outsourcing (BPO) firms meet **high legal/ethical standards**

o   Some companies hesitate to outsource because they lack confidence in **their analysis of costs** and other factors

o   **The analysis you need is important** and most BPOs offer short-term consulting to help gather and analyze data

o   Focus on **cutting processes**, and cost savings will follow

o   Making the right decision depends on the **accuracy of the information** the decision is based on

o   Start making your transition plan **now**

o   Look for word-of-mouth referrals and do comprehensive online research **to make a list of BPOs to consider**

o   Look for BPOs that offer quality, security, trust, experience, and reliability

o   **Interview each BPO** and rank them - this guide includes what to look for in a reliable BPO

o   Make sure you **understand their pricing guide** before you end the interview

o   **Send a request for proposal** to each BPO that passes the interview process

o   Take your time to **carefully study each proposal** you receive

o   Choose the **full-service** outsourcing company that **meets your needs**

o   **Don't settle** for a BPO because it is the best of the firms you interviewed; keep looking for **the perfect BPO for you**

o   **Start small**, with one department, rather than turning your entire operation upside down at one time

o   Ask for a short-term, **flexible contract**, and make sure it includes all the details of your agreement

o   Choose an experienced BPO with a smooth transition plan

Can we help you get started? Please reach out to us if you have any questions - we've been in the business a long time, and we are happy to share our wisdom.

Schedule a Free Consultation - calendly.com/loginservices   *Visit the Website – LoginServices.in*

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GLOSSARY OF TERMS

Accuracy Verification	Documented evidence that data entries are accurate and complete
Administrative Support	Common Activities such as data entry, reception, and document control
Airtable	Source for database templates
API	Application Programming Interface that allows the integration of two different apps
B2B	Business-to-business marketing and sales
B2C	Business-to-consumer marketing and sales
Back Office	Usually refers to administrative processes; see administrative support
Batch Processing	A group of transactions is entered, verified, then processed as a group
BPO	Business Process Outsourcing
Market Segmentation	Dividing a company's target market into smaller groups
Call Center	See customer service/support
Chat	See live chat
Client Relations	See customer service/support
Coding - Medical Billing	Specialized codes assigned to diagnoses and treatments for use in medical billing
Company Research	Deep dive on the internet to compile company info, leadership, and competitors
Conflict Resolution	Researching a set of data to determine the reason for error codes, and correcting it
Contact Center	See customer service/support
CRM	Customer Relations Management
Customer Support	Client interaction - answering questions, finding products, and resolving problems
Data Analytics	Creating meaningful reports from raw data to help leaders make better decisions
Data Entry	Clerical work that moves written or spoken information into a digital database
Data Extraction	Compiling/transforming data of various quality and sources, into a usable database
Data Mining	Analyzing data to find patterns, similarities, & differences to predict future behavior
Data Processing	Manipulating raw data into a standardized database that can be used for analysis
Data Retrieval	Searching a database for items that meet specific conditions
Data Science	Using scientific methods and algorithms to extract specific data for analysis
Database	A table of information that can be manipulated, such as sorting and searching
Deliverables	The end-goal of a project or process
Document Control	Careful processing and storage of documents, usually digital, for accurate retrieval
eCommerce	Buying or selling products and services online
EMR	Electronic Medical Records, also known as personal health information
ERP	Enterprise Resource Planning for budgeting and accounting
Error Detection	Automatic checks to ensure data entries meet specified criteria
ETL	Extract, Transform, and Load - tools for manipulating the contents of a database
Feedback Management	Turning client/customer reviews into actionable reports for process improvement
Full-Service Support	See turnkey solution
Help Desk Tier 1	See tier 1 customer support
In-House Process	Function carried out by a salaried or contract employee at a company
Inbound Sales Lead	Potential customer that initiates contact with the provider of goods or services
Indexing	Method of cross-referencing data stored in various tables for faster search results
Jira	Project management tool based on the agile system

Lead Generation	Leading potential buyers to visit the website and enter their contact information
LexisNexis	Dynamic library of news, legal information, and business articles for online research
Live Chat	Real-time interaction through electronic messaging, common in customer support
Medical Billing	Preparing/submitting invoices for medical service and conducting receivables audits
Oberlo	Application for drop-shipping goods to customers
Outsourcing	Moving common business functions from in-house department to an outside firm
Paralegal Support	Research and clerical assistance for paralegals
Python	Programming language
Quickbooks	Accounting software application for business
R	Software environment for statistical computing and graphics
RFP	Request for Proposal
RPA	Robotic Process Automation
S-Curve	Project management progress graph
Scala	Programming language
Scraping	Extracting data from a website
Shopify	Application for selling online and offline, inventory control, payments, and shipping
Slack	Business messaging app that can be integrated with a CRM
SME	Small to Medium Enterprise (company)
SQL	Structured Query Language, used to manage databases
Tier 1 Customer Support	First contact with a customer; creation of problem/resolution tracking ticket
Trello	Project management application
Turnkey Solution	3rd-party company handling routine services across several departments/functions
VBA	Visual Basic for Applications, such as macros in MS Excel
Virtual Admin Assistance	Remote worker(s) handling the duties of a traditional administrative assistant
Xero	Accounting software application for business
Zendesk	Help desk/customer support management tool

FORWARD

This guide is a detailed discussion of the benefits of outsourcing costly business support activities, and how to find the right company to meet your needs. It includes a glossary of terms to clarify the typical processes and deliverables you should expect from an experienced and successful business support company.

Who We Are

LOGIN SERVICES™ is a BPO (Business Process Outsourcing) provider in Coimbatore, India. Two brothers - Murthy Rao and Suresh- founded the company in 2008 as a computer service shop.

Today, we are a full-service BPO firm with over 2,000 clients around the world, and we continue to grow. Our customers are mostly small-to-medium enterprises, including Fortune 500 companies located in the United States, United Kingdom, Canada, and Australia.

Why We Wrote This Guide

Over the years, we have seen outsourcing companies come and go. Some BPO startups adopt a business model that is a win-win for them, and their clients and they are successful, while many of these startups jump into the business without a full understanding of the challenges and demands they will face.

With 50+ core employees who are well-educated and incredibly knowledgeable, we feel that we have the solid experience and the demonstrated track record to speak with authority about how to hire a high-quality BPO for your needs.

TAKEAWAY: *Most of your company's general office functions can be **outsourced successfully***

PROBLEMS THAT CAN BE SOLVED THROUGH OUTSOURCING

If your company struggles with the management and compensation of employees who perform common clerical and data processing activities, you are living with some of the problems that outsourcing was created to solve. By giving the headaches to a full-service BPO, you can reduce costs, reduce the managerial duties of your highly trained and specialized employees, and share the risk with your outsourcing partner.

Routine Business Processes that Drain Company Resources

- Administrative assistance, research, data entry, transcription, and paralegal support
- Customer support and ticketing
- Electronic medical record management
- Document processing and file control systems
- Order processing, bookkeeping, and medical billing
- IT/data science including data processing, data extraction, and data analytics
- Project management for internal and external initiatives
- Lead generation to support sales and marketing activities

The Challenges of Keeping These Processes In-House

- Cost of hiring direct employees and providing workspace and equipment
- Using specialized employees to manage clerical workers
- Workers who could work from home during the pandemic do not want to return to the physical office
- Companies get bogged down with maintaining their businesses instead of **growing** their businesses

Fact: 38% of organizations who outsource some or all their business support services report saving more than 40%, while 62% say they save between 10-25%

TAKEAWAY: *Outsourcing means giving responsibility for day-to-day management of routine processes to a third-party company*

TAKEAWAY: *Hiring contractors or freelancers is not outsourcing because you must still manage their work*

WHAT OUTSOURCING *IS* AND WHAT IT *IS NOT*

Outsourcing can be small in scale, such as having a contracted company answer your phone, manage emails, and schedule your appointments. It can also be massive in scope, such as turning over all your administrative functions to a BOP so your workforce can concentrate on manufacturing widgets.

Using Freelancers is Not Outsourcing

Outsourcing is not merely hiring contract workers instead of direct employees or having foreign workers answer your customer call during nights and weekends. It *is* about taking mundane tasks that are common to most industries and giving them to a company that specializes in completing these tasks accurately and on time.

Outsourcing Means Reducing Your Managerial Load

The success of outsourcing lies in reducing the number of direct reports. If you hire a company that only provides virtual administrative assistants to replace seven of your in-house administrative assistants, you have reduced the number of direct reports from **seven individuals** to **one BPO firm**.

If you hire a second BPO specializing in logistics to replace 3 logistics clerks, you have reduced your direct reports from 10 people (seven administrative assistants plus three logistics clerks) to two contacts at two BPO companies. Outsourcing to multiple BPOs is not uncommon, but it can create confusion and headaches for the organization's leadership.

What if you outsourced nine departments with 10 employees each - all to the **same BPO company**? Now your outsourcing efforts are paying off because you have reduced your direct reports from 90 employees to just one contact at the outsourcing company.

Fact: Almost [54% of all companies](#) use third-party support teams to connect with customers

TAKEAWAY: *Great outsourcing companies offer a **turnkey solution** for all common administrative needs*

A BEHIND-THE-SCENES LOOK AT TOP-QUALITY BPOs

There has been an explosion in the number of BPOs in recent years, thanks to innovations in technology and the acceptance of outsourcing by a larger portion of the business sector. The downside is that you have more providers to sift through to find the one that is right for your company.

The good news is that increased competition means that BPOs must meet high standards and expectations. A new BPO startup will not go far if it opens its doors without considerable planning, investment, and quality controls in place.

Horizontal vs. Vertical Service Structure & BPO Niches

Outsourcing services in a vertical structure usually cater to a specific industry or sector. For example, a company that takes care of all the clerical support functions for the medical industry will probably offer medical transcription, medical coding, medical billing, medical record management, and related services.

Horizontal BPO services are more general and appropriate for almost any industry. For example, an outsourcing company may provide administrative support to a tire manufacturer, data entry and data extraction for a retail chain, and marketing research and comprehensive call center services for a multinational food distributor.

Some BPOs are a combination of the two. They may offer a wide range of horizontal services but their niche - or specialty - is the needs of non-profit relief organizations.

Flexible Capacity for Rapid Response

When a company looks to outsourcing to help solve its challenges, it is often a sudden growth in demand that fuels the decision. One of the primary selling points for BPO providers is flexibility, and one of their primary goals is to help their clients adapt to market or workforce changes without reducing quality or increasing production time.

Look for a firm with experience, expertise, and a long history in its field. You should also confirm that they offer customized plans and shorter contracts to meet your changing needs.

TAKEAWAY: *Regardless of location, top-quality Business Process Outsourcing (BPO) firms **meet high legal/ethical standards***

HOW GOOD BPOs COMMIT TO QUALITY & INTEGRITY

A high-quality, reputable outsourcing firm cannot be thrown together on a whim. It takes a strong commitment to making the necessary investments so they can provide quality services.

Licenses and Registration

BPOs must satisfy legal requirements that apply to their physical location. In India, for example, a BPO must be formed as a PLC (Private Limited Company), registered under the Companies Act of 2013, and licensed as an OSP (Other Service Provider) from the DOT (Department of Telecommunications).

Depending on the services they provide, a new BPO cannot begin to do business without registering the business under the GST (Goods and Services Tax) and becoming certified by NASSCOM (National Association of Software and Services Companies).

Capital Investment & Infrastructure

It is no small commitment to arrange office space with a high-speed internet connection and purchase furniture. They must also buy computers, headsets, and other equipment, and create an inventory of office supplies.

There is also a substantial investment in software required for a BPO to provide quality services. This includes workforce management tools for communication, performance tracking, as well as human resources and payroll processing apps.

Outsourcing companies also invest in communications and project management software to meet client expectations. Every organization has its standard CRM (customer relations management) or similar tool for team collaboration, and they expect their BPO to use the same software to integrate communications.

A Stable Workforce

The final piece in the creation of a BPO is personnel. Hiring managers in outsourcing companies must recruit the highest caliber applicants and apply stringent standards in hiring decisions.

As soon as each employee is hired, an intensive training process begins. Before they are assigned to a client company, they must be fluent in English, complete orientation, and pass knowledge tests relevant to their job duties.

Look for a BPO that has a workforce that is large enough to give you the coverage and flexibility you need, and low turnover rates for their employees. When you hire a BPO, you are hiring their employees, too - so look for a stable group of workers.

TAKEAWAY: *Some companies hesitate to outsource because they lack confidence in their **analysis** of costs and other factors*

WHY SOME COMPANIES ARE HESITANT TO OUTSOURCE

If you are reading this paper, you are probably interested in learning more about outsourcing your business support functions. Warning - many fall into the trap of thinking about it but never ***doing*** it.

Fear of the Unknown

Some organizations are slow to make the transition to a BPO because they see it as an irreversible decision that may cost more rather than less. Others are concerned about the security of their operational data, proprietary information, and intellectual property.

Some companies are concerned about communication, fearing that languages, time zones, and physical distance will prevent the level of engagement and transparency they expect. Others worry that they will lose control of deadlines if these basic business functions are not in their direct control.

Popular Myths About Outsourcing

To compound these misperceptions, myths are circulating that suggest a lot of companies that outsource want to change back to in-house business services because they are not happy with the quality of their BPOs and feel the BPOs are not proactive enough.

While there are organizations that have had a bad experience with outsourcing, our message is that you will probably have a great experience with outsourcing if you ***know how to evaluate and select the right BPO provider***.

TAKEAWAY: *The analysis you need is important and most BPOs offer short-term consulting to help gather and analyze data*

INFORMATION YOU NEED TO MAKE AN INFORMED DECISION

Turning over part of your business to an outside organization is a **big deal**. The success of outsourcing depends on an objective analysis of your business, demonstrating to all stakeholders that it makes good operational sense, and pre-planning to make the transition go smoothly.

The Current System vs. the New System

Before you talk to outsourcing firms, study the methods your company is using **now** to manage, monitor, and control your quality and reduce your security risks. You must have intimate knowledge of your operations to evaluate possible replacement solutions.

Outline the way it will work when outsourcing is fully implemented, based on your research about BPOs. You will likely modify this and fine-tune it as you work through the process, but it will keep you focused on your goals for the project. It will also give you a good thumbnail list of the deliverables you expect from the BPO you hire.

Business Analysis

A company can almost guarantee the failure of an outsourcing initiative if its goals are unclear, or assumptions are made without solid, explainable numbers behind them. Start by listing your organization's mission statement, goals, and objectives.

Make a pros and cons list for each item by writing down the ways outsourcing would support it and any potential downsides. If necessary, this would be a good time to consider updating your mission, goals, and objectives to fit the current business climate and the influences of the COVID pandemic.

Summarize all this information to define your outsourcing project goals. If your company has the goal of capturing 10% more market share over the next two years, one of the project goals should be something like "reassign existing staff to the sales department to improve lead contact and management."

Once you have identified your future direction, it is time to look at your history. You should have accurate, reliable statistics for your past activity so you can accurately compare outsourcing and in-house services.

TAKEAWAY: *Focus on **cutting processes**, and cost savings will follow*

PROJECT JUSTIFICATION

Once you have a clear picture of the reasons to consider hiring a BPO, you need an equally clear picture of how outsourcing would improve the potential health and longevity of your business. Do not focus on cost-cutting - but on ***process-cutting***.

Every organization is different, and there is no standard outsourcing model BPO companies can use. Just remember that an in-house function ***can*** be outsourced and can save you money, but this does not mean that it ***should*** be outsourced. It depends on your business model, your mission and objectives, and the nature of your products and services.

THE DEVIL IS IN THE DATA

Assumptions are the enemy of an educated decision and should not play a role in gathering statistics about previous revenue, costs, productivity, and capacity for growth. This may be the hardest part of the evaluation process, but accessing reliable data is the key to the success of everything that follows.

Complete a Financial Analysis of All Departments

When you pull together numbers to use in your outsourcing decisions, you should look at all departments - not just the one or two that you think you could outsource. You can start small by transitioning one department at a time to a BPO, but you need to see each workgroup's place in the overall operation.

Be sure your analysis includes *all* the costs related to employing workers directly. Include the cost of HR, payroll processing, and benefits administration, and turnover as well as rent, utilities, and other expenses for providing physical workspace.

Getting Accurate Data is Critical to Making the Right Choices

You cannot determine how much money outsourcing will save you unless you know your organization's *current operational costs*. Take the time to piece together information that gives an accurate picture of each part of your operation, so your company's outsourcing decisions are based solely on the numbers.

If you need help gathering, studying, and summarizing your organization's historical data, a high-quality BPO firm can help. They should be able to mine your databases to pull out the necessary facts and figures and provide professional consultation to help you make an informed decision about the benefits of outsourcing for your specific company. This also allows you to see a BPO in action, to help inform your choices.

Hard Data vs. Soft Data

It is good to be aware of trends in the business space so you can react with updated products and services. This is called "soft data". Hard data refers to information that can be calculated. Historical hard data does not change and will tell an honest story of your company's performance. To determine if outsourcing will be a good fit for your organization, rely on *hard data only*.

TAKEAWAY: *Make a transition plan **now***

TRANSITION PLANNING

Implementing an outsourcing solution, no matter the size and scope can cause disruptions **unless you have a solid plan**. Make a plan **now** so you understand how to select a BPO that demonstrates the competence, flexibility, and proactive approach to deliver a smooth transition.

TAKEAWAY: Look for word-of-mouth referrals and do comprehensive online research to make a list of BPOs to consider

WHAT OUTSOURCING VETERANS SAY ABOUT BPOs

What We Hear from Our Clients

Our clients tell us what they look for in a BPO, and it all boils down to five things. It may interest you to know that "cost" is not on the list:

- Experience & expertise
- Dependability & trustworthiness
- Security of data and intellectual property
- Personnel training and quality control
- Proactive and transparent communications
- Flexibility and customized plans

Every organization is unique, and yours may have different priorities. Make a list of what is important to your company and let cost be the final consideration - not the first qualifier.

Get Recommendations

A word-of-mouth referral from a **trusted source** is worth a thousand online searches. Reach out to your professional network to find out what they know about outsourcing and whether they would recommend a BPO they have contracted with.

You may receive several recommendations. If one BPO is recommended by two or more sources that are not connected, put that outsourcing company on your shortlist.

No matter how strong the referral or how reliable the source, do not take shortcuts in the research about the recommended outsourcing firm. Compare it to other BPOs that you find online or from other sources.

TAKEAWAY: Look for BPOs that offer quality, security, trust, experience, and reliability

BEGIN YOUR SEARCH

Now that you have reviewed the characteristics of **reputable** BPOs and how they operate, it is time to roll up your sleeves to come up with a shortlist of outsourcing companies to contact.

Cast a Wide Net in Your Initial Internet Search

If you start your research by typing "outsourcing company" in the Google search box, you will get results that cover the information in this paper. Spend as much time browsing through them as you can so you get several perspectives.

Eventually, you will encounter posts that describe the top five IT BPOs, the 10 largest, or the seven best-known. This is great information because it gives you a good sense of the approach successful companies take when they offer their services, but **do not limit** your focus.

The perfect BPO for your organization may be a small company that caters to your sector of the market or a medium-sized firm that offers all the services you can imagine. When you find a BPO that interests you, look for 5-star reviews and prominent awards - that is how you know you are on the right track.

Quality & Security

As you comb through the websites of various BPOs, look for indications that they take quality and security seriously. Dig into their site for detailed descriptions of how they will protect your reputation and your confidential information and watch out for reviews that suggest repeated problems with poor quality or data breaches.

Trust, Experience, & Reliability

The most important thing to look for in a BPO is at least 15 years in the business and experience serving companies similar to yours. Maybe they serve a variety of industries but check to see if the outsourcing company has experience supporting a company that is like yours in size, revenue, and scope.

In the end, **you must be confident** that you can justify trusting the company you choose.

TAKEAWAY: *Interview each BPO and rank them - this guide includes what to look for in a reliable BPO*

INTERVIEW EACH BPO REPRESENTATIVE

Identify the Principal

This is not the time to speak with the person that happens to answer the phone. You need to Google each company and find the name of the owner, managing partner, or senior-level individual who can make decisions and oversee your account. Start building a friendly relationship with your contact at each outsourcing firm, because the one you choose will be your go-to person when your contract begins.

Take Detailed Notes of the Conversation

Unless you have a better memory than the average person, it is easy to confuse the attributes of two or more companies you interview. Take detailed notes and let the BPO representative know when you need them to pause while you write or type.

Interview Questions

Following is a list of important areas to get you started, but you should add and edit as needed to drill in and get the information you need to make the right decision.

TAKEAWAY: Make sure you understand their pricing guide before you end the interview

INTERVIEW QUESTIONS YOU SHOULD ASK BPOs

Here are some suggested questions to pose when you make initial contact with the principal at each outsourcing firm:

1. How long have you been in business?
    Expect 10-15 years at a minimum

2. What company have you served that is most like my organization?
    Look for an answer that shows they understand your business and have insights into your needs

3. How can you guarantee the quality of the training your employees receive?
    Look for sample checklists and get assurance that they will share training records for all workers

4. What quality control systems do you use, and how quickly will you notify me if there is a concern?
    Expect solid, sensible quality control and immediate notification of any problems

5. What cloud and RPA (Robotic Process Automation) applications will you use for my services?
    Look for applications you are familiar with or have them send you a list to research

6. How do you protect my company's data and other proprietary information?
    Look for a competent answer that would make your chief information officer happy

7. How does your firm take responsibility for data safety?
    Look for contract language that spells out their responsibilities and your responsibilities

8. If I suddenly need 15 additional clerical employees, how quickly can you get them trained and in place?
    Expect a reasonable answer, and be suspicious if their answer is too quick or long

9. How long are your typical contracts, and how much flexibility do they offer?
    If contracts are long and hard to modify, end the interview

10. Tell me about services you have provided recently where you had to coordinate with another BPO.
    Look for a quick answer that tells you they have expertise in this area

11. Would you use my organization's communication channels and collaboration tools?
    If the answer is no, end the interview

12. May I interview each employee before they are assigned to my company?
    If the answer is no, end the interview

13. Do you offer business consulting as part of your services?
    If the answer is no, end the interview

14. How will you manage communication and coordination, given my time zone?
    Expect to hear that it will be easy to contact them during your business hours

15. Please explain your pricing and give me an approximate idea of the cost of contracting the services I need.

Expect them to refer you to a pricing guide on their website, and make sure you understand it before you end the interview.

TAKEAWAY: *Send a **request for proposal** to each BPO that passes the interview process*

REQUEST PROPOSALS FROM BPOs THAT PASS THE INTERVIEW

It is often helpful to meet with stakeholders or trusted colleagues to describe the strengths and weaknesses you identified while interviewing BPO principals. You can often put together key pieces of information by walking through the discussion **out loud**.

Carefully Review & Edit Your Planning Documents

After you have spoken with the principal at each BPO on your shortlist, it is time to re-read your outsourcing strategic plan in detail. You will likely have edits to make based on the new information you received during the interviews, and now is the time to finalize that document and distribute it to appropriate stakeholders.

Create and Submit a Formal Request for Proposal

Once your outsourcing plan is finalized, use it to create an RFP to submit to the finalists on your BPO list. Some vendors require a specific form, but most are happy with a standard RFP, which contains the following information:

CONTACT DETAILS - Specific information regarding the primary contact at your company - you or your designee

- Project Name or Description
- Company Name
- Address
- City, State/Province, Postal Code
- Contact Person's Name, Telephone, Email, and Fax Number

PROJECT DETAILS - Condensed from your outsourcing strategic planning documents

- Background/Introduction
- Project Goals and Scope of Services
- Anticipated Selection Schedule
- Time and Place of Submission of Proposals
- Timeline
- Elements of Proposal
- Evaluation Criteria
- Possible Roadblocks
- Budget

TAKEAWAY: *Take your time to carefully **study** each proposal you receive*
TAKEAWAY: *Choose the full-service outsourcing company that **meets your needs***

WHAT MAKES A GREAT BPO STAND OUT

Just to review, here is the list of qualities and services you should demand from the outsourcing company you choose. This is a general list, and we suspect that you will have some unique items to add.

- Experience - At least 10-15 years in the business is ideal
- Expertise - History of successfully providing outsourcing services to a range of clients
- IP & Data Security - Clean track-record for securely storing and accessing sensitive information
- Personnel Selection - An opportunity for you to personally interview the BPOs workers before they are assigned to you
- Personnel Training - Impeccable training processes and documentation
- Quality Controls - A proven commitment to confirming and documenting accuracy and completeness
- Flexibility - Option for short contracts and customized plans
- Proactive Approach - Ability to recognize and report changing workloads and quickly pivot to maintain your service
- Communications - Strong, transparent, well-documented interactions to keep you informed
- Trust - Make them prove to you that you can trust them

TAKEAWAY: *Don't settle for a BPO because it is the best of the firms you interviewed; keep looking for the perfect BPO for you*

CHOOSE THE RIGHT TURNKEY OUTSOURCING FIRM

Once you have received all the proposals submitted by your deadline, you should spend some "quality time" with each one. Read it carefully more than once and check to see if they addressed everything in your request for proposal.

Keep Emotion Out of the Equation

Your company deserves to have its future decided based on objective, unemotional information. When assumptions are made, you and your team are in danger of unconsciously molding your perceptions to fit personal motivations and preferences. If something in a proposal is not specifically and fully described, request a re-submission, and give the company a deadline for the revised proposal.

Flexibility & Reliability are Key

If all other things are equal, choose the company that has demonstrated reliability and offered flexibility in contracting, implementation planning, and other aspects of the project. If a BPO is rigid about areas that you find problematic, move on to the next proposal.

Choose the Outsourcing Company that Meets Your Needs

Narrow it down to the outsourcing company that is the most reliable, flexible, competent, and enthusiastic about your project. *Then* look at pricing. Avoid looking at price as a deal-breaker on its own - look at the total package and the results you expect to see over the next one, two, and five years.

Do Not "Settle For" a BPO

Even if you interview 50 outsourcing firms and you do not feel entirely comfortable with any of them, put those proposals in a drawer and start over. This is a painful prospect, but it is well worth the time spent.

TAKEAWAY: *Start small, with one department, rather than turning your entire operation upside down at one time*

TAKEAWAY: *Ask for a short-term, flexible contract, and make sure it includes all the details of your agreement*

PROJECT SCOPE & CONTRACTING

Finalize the Transition Plan

Do not make the mistake of outsourcing all your business support functions at the same time. Contract with a BPO for outsourcing in **one** area or department, then assess the process so you can apply what you have learned for subsequent department conversion contracts.

Insist that the transition plan is comprehensive, so there are written instructions and procedures for each step. This will tell you what to expect and guide you in your communications with your BPO, help you train employees involved with the transition, and give you a specific checklist of milestones and deadlines.

If in Doubt, Spell it Out

Every item you agree to with the representative of your chosen BPO **must** be included in the written contract. Otherwise, it is as if it were never discussed if a dispute arises over the fulfillment of the contract.

We are not attorneys, and we cannot state this too strongly: Have your legal expert review and approve the contract **before** you sign it.

TAKEAWAY: *Choose an **experienced BPO** with a **smooth transition plan***

IMPLEMENTING YOUR NEW OUTSOURCING SOLUTION

Your company will undergo big changes, and your goal is a smooth transition, so your clients and customers are unaware. Implement your conversion using redundant systems - meaning that you continue to use the old system while you begin using the new system. Do not end the old system until the new system is fully tested and meets your standards.

Embrace Innovation

A firm on the other side of the world can seamlessly take over your business functions, but only if they have the tools to work and communicate with your company in real-time. The switch to outsourcing almost guarantees the implementation of greater cloud and RPA (Robotic Process Automation) solutions.

Scale Up Your Organization

Many companies see the transition as an opportunity to go beyond the new technologies they need for successful outsourcing. With solid projections of financial and operational savings, they may invest in large-scale RPA to maximize the benefits of outsourcing.

Once the transition is complete, you will likely find other areas that can be streamlined and new opportunities for growth. Your BPO should be beside you every step of the way while you grow your business.

ARE YOU READY TO TAKE THE NEXT STEP?

Now that you have read this guide and done some research, it is time to get serious. Whether you want to **replace costly** in-house services**, augment the efficiency** of specific departments, or manage **rapid organizational growth**, please *contact us*.

Education

Without any obligation on your part, we can **educate you about the process** and answer any questions you may have. We have helped **hundreds of companies** to successfully outsource their basic business processes, and we would be honored to assist you in your endeavors. Schedule a Free Consultation at *calendly.com/LoginServices*.

Consulting

You must start by reviewing historical data and quantifying your options. We offer consulting services to help you with an **accurate business analysis**.

This is not a contract for outsourcing, but a **limited, short-term consulting agreement** to help you get ready to evaluate and select the BPO that is right for you.

To learn how LOGIN SERVICES™ can take over your business processes and leave you free to **grow your business**, visit our website today at *LoginServices.in* or email us at *info@LoginServices.in*.

Thank you for your time, and we look forward to speaking with you soon!

Murthy Rao*, Founder & Partner*   Suresh Rao*, Founder & Partner*

LOGIN SERVICES™ HONORS & RECOGNITION

Business Connect Magazine

Business Connect declared LOGIN SERVICES™ to be one of the **Top 10 Fastest Growing Outsourcing Solutions** in India for 2021. They published an article about us, "*Login Services: Prompt and Assorted Outsourcing Solutions That Guarantee Success*".

Clutch.co

Clutch listed LOGIN SERVICES™ as one of the "*Top 100 Business Services Providers in India for 2021*".

Silicon India

LOGIN SERVICES™ was named one of the "*10 most promising outsourcing companies*" by **Silicon India,** based on our quality, affordability, and variety of services.

Consultants' Review Magazine

We were also recognized as one of the "*10 Most Promising Outsourcing Consultants of 2021*" by **Consultants' Review** Magazine.

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