

Fearless Outsourcing

Four Tips To Help You Go From Wary To Wise



Choose your friends carefully. And your outsourcing partner even more carefully.

Regardless of the numerous benefits of outsourcing, it is understandable that some businesses still have fears about jumping in. The practice does present several challenges, but Cloudstaff has distinct qualities that can dissolve such worries away.

Small and medium-sized businesses may think outsourcing is only a strategy reserved for multi-national firms. It's a big world. Information can be sensitive. There can be cultural gaps. And you rightfully believe people are your most valuable asset. However, outsourcing could be one of the best decisions you ever made for your business, provided you follow the right procedure and find the right partner.

1. Prepare to compare.

Not all outsourcing brands are created equal, which is why you must never settle for simply the lowest cost option. Benchmark the possibilities across multiple factors—gather information, compare their advantages, weigh the disadvantages. Once you've done your due diligence and found a potential partner, we suggest starting with a smaller project to better understand their capabilities and compatibility. The crawl-walk-run approach can be a smart entrée into outsourcing.

Here are five essential criteria you need to compare before making a decision:

- Retention rates
- Training programs
- Attrition rates
- Process of services offered
- Price point

2. Whether in-house or outsourced, every employee needs TLC.

It is not only your advantages that matter when choosing the right outsourcing partner; you should also consider the staff's well-being. Things like respect and office environment are just as crucial to the overseas team as your domestic employees. Their satisfaction will impact your company. Also, proximity to the office can be a very positive factor, significantly impacting your outsourced staff's lifestyle and productivity. It's always wise to choose the firm near where the team lives or is easily accessible via public transportation.

At Cloudstaff, before opening any office, we make sure to get our staff's opinions through surveys. We choose the most convenient location to minimize commuting time.

3. Beware a cultural divide.

One of the fears of business owners is that they might not understand the outsourcing company's culture. Of course, culture is essential for your company's overall operation, so it is necessary to look for a provider that can be simpatico.

Cloudstaff has a combination of Western and Filipino management team, and we found this very helpful working within the different cultures of our customers. One of the best ways to understanding the practice of others is to experience it first-hand. We encourage our customers to visit our offices and spend some quality time with their team.

4. Look for English-speaking staff.

English is one of the Philippines' official languages and most Filipinos are fluent. Good communication has always been critical, but in outsourcing, where different nationalities may be involved, you need to be extra careful in making your choices.

Most of our staff are college-educated, have excellent English language skills, and have experience working with Westerners. Cloudstaff also conducts training programs to enhance the staff's communication skills continuously.

Like any personnel hire, outsourcing can be risky. Choosing the right company as your partner—one that has a genuine concern not only to their customers but also to their staff—can make it a rewarding and profitable strategy.