

BPO Trends in 2021

Insights for Multi-Unit
Business Leaders



INFOSYNC

Executive Summary

Based on our research, InfoSync has developed this presentation to offer a deeper look into the trends of the Business Process Outsourcing (BPO) industry. Here are some of our key discovers:

- New technologies are emerging
- People development helps overcome skill shortage
- More BPO customers expect transparency from their provider
- Businesses are looking for personalized outsourcing solutions

This presentation is meant to educate business leaders on the changing BPO industry based around current trends.

About the Data

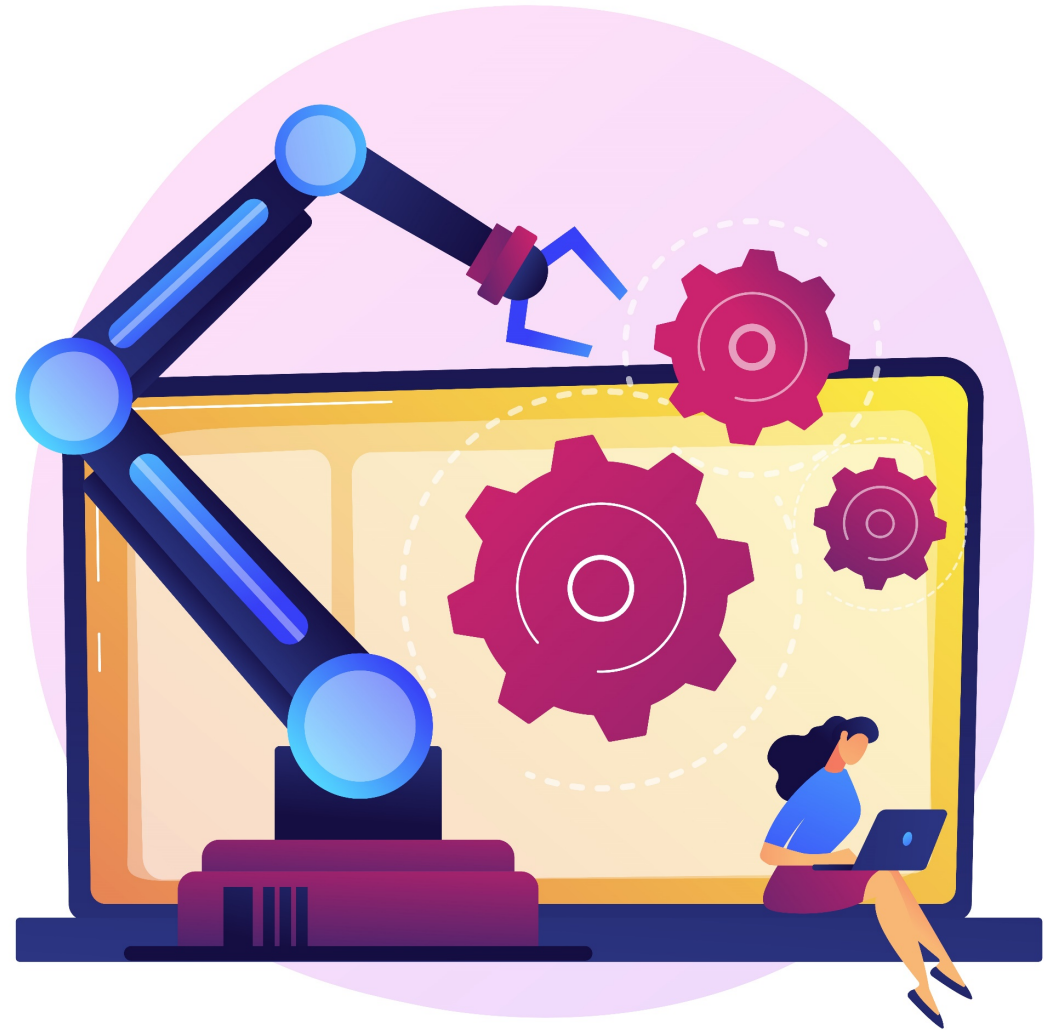
The data in this presentation was researched and produced by our Sales and Marketing teams with the use of various professional services from the industry.

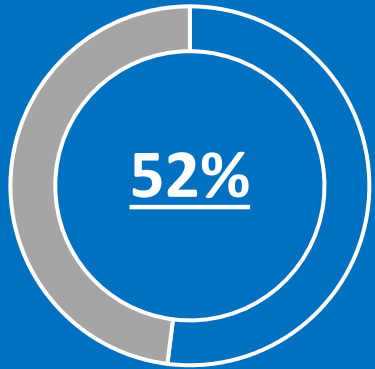


Trend #1

Technology

- 1. Process Automation:** In order to keep up with cost demands, BPO companies will be investing in Process Automation to complete work faster at a more economical rate. This eliminated the need to hire and manage people for small tasks such as data entry, processing, etc.
- 2. Social Media Management:** Social Media is the third most popular online activity. BPO companies can reach customers via social media channels to gain insight, answer questions, and solve issues for their customers. Essentially, customer service is moving from the traditional call-center model to social media and digital tools.
- 3. Cloud Computing:** Cloud computing eliminates the need for state of the art infrastructure, offering higher data security, more storage space, and a standardized system between BPO companies and their clients, improving collaboration.





Businesses are concerned about a skill shortage in the BPO industry.

Trend #2

People Development

With the rise of automation in BPO, higher-skilled positions are becoming more available. Companies are investing in training and development for their workforce to re-skill employees for higher-level work. One management level job is created in BPOs for every four jobs lost due to automation.

Teaching employees multiple skills increases productivity through multitasking. This is essential for BPO companies as the industry faces a skill shortage.

** InfoSync has invested in their own people development and education program called iLearn. This in-house program allows employees to take control of their professional development as they educate themselves through delivered resources on their own time. Employees can choose the direction of their career path and focus on educational materials that help develop the right skills for career development.*



Trend #3

Transparency

Consumers today want to know more about the companies they do business with, and it is no different in the BPO industry. BPO companies must be able to provide details about the products and services provided to foster and maintain trust in client-business relationship.

To stand out from competition, BPO providers must offer access to information including:

- Policies
- Processes
- Contracts
- Organizational structure
- Capabilities
- Investment Areas

BPO companies must be able to show clients what they are getting in return for choosing them as provider. One historical BPO myth is that providers leave customers out of the loop, resulting in loss of control over their processes.

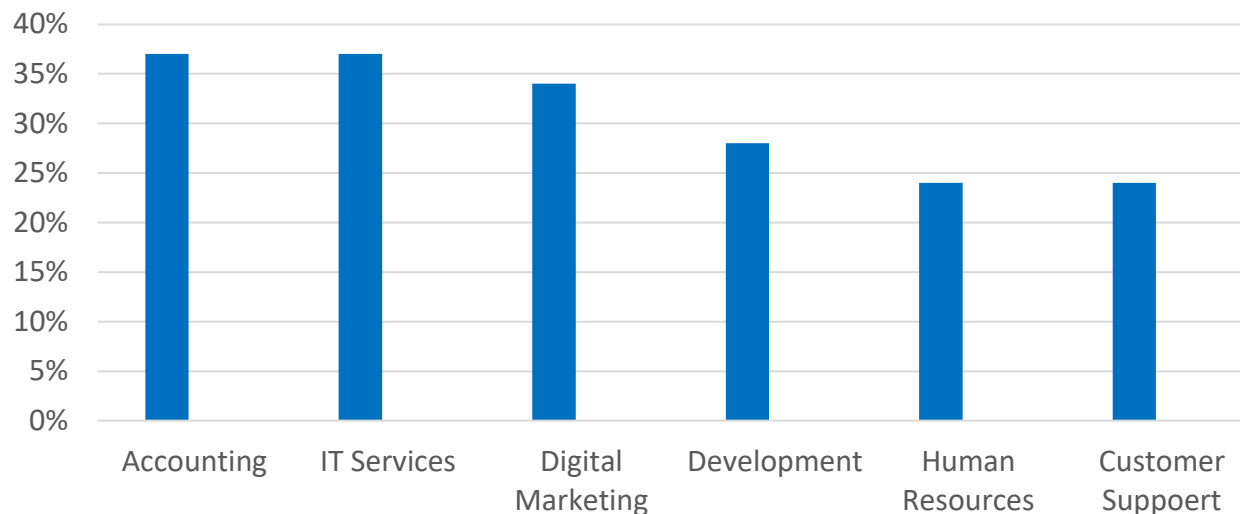


Trend #4

Personalized Outsourcing

Allowing customers to choose which services they need instead of selling a one-size fits all service package is a growing trend in the industry. Most BPO companies offer a generic bundle of services, so giving personalized services as an option sets companies apart from the competition, and creates an improved customer experience. Providers should offer customized solutions that help customers overcome challenges specific to their industry.

Most Commonly Outsourced



Reasons Businesses Outsource

- 59% Cut Costs
- 57% Focus on core functions
- 47% Solve capacity issues
- 31% Enhance the quality of service
- 28% Answer a critical business need
- 28% Gain access to talent capital
- 17% Manage the business environment
- 17% Expand and speed up organizational transformation

To the Future

Outsourcing is expected to grow in 2021 and beyond, helping businesses improve their overall performance and bottom line.

- 65% of companies that rely on BPOs for application hosting are willing to increase their investment in outsourcing.
- Organizations saved up to 18% compared to other businesses by outsourcing payroll management processes.
- Despite data security concerns, 44% of Chief Intelligence Officers are willing to collaborate and share data with outsourcing agencies.
- 24% of organizations believe outsourcing HR and Customer Service leaves them with enough time to focus on other processes.
- 78% of organizations find their relationship with outsourcing providers to be positive.

If you want to focus on core processes and drive quicker transformational change, then consider outsourcing your Accounting, Payroll & Benefits, and Reporting processes to InfoSync.



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