

What You Should Know About Business Process Outsourcing (BPO)

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Business Process Outsourcing (BPO) can [add value with their outsourced contact center solutions](#) for organizations of all sizes. However, it cannot be stressed enough, simply focusing on the cost savings gained with a BPO could potentially lead to undesired results and other issues.

Rather, it is better to focus on what we refer to as “right shore.” This concept is incorporating the right mix of BPO functions and services so that the benefits and savings gained are equalized, allowing you to focus on other core business functions and tasks.



BPO is generally divided into two broad categories, which are front office and back office functions. Front office functions are those that tend to include a wide array of services where people will be communicating with customers, vendors, and suppliers, such as:

- Help Desk Support
- Customer Service
- Market Surveys and Research
- Scheduling
- Customer Product Support
- Order Assistance

Back office functions are those tasks that happen behind the scenes and have very few, if any, direct customer interactions. For these functions, the BPO’s “customers” are you and your employees. Common back office functions include:

- Payroll Processing

- Benefits Administration
- Human Resource Management
- Accounting Functions
- Data Entry
- Data Base Management
- Quality Assurance

It is important to remember the differences in front office and back office functions when selecting a BPO. You need to evaluate the BPO and what services they offer to ensure they have the technologies and capabilities to meet your needs and objectives.

There are several key questions you need to ask the BPO to help you determine if they will be able to provide assistance in the areas you are considering outsourcing, as follows:

1. What skills/experience does the BPO offer?
2. How will outsourcing affect current work processes?
3. What benefits will outsourcing bring to the organization?
4. Will the BPO enhance overall customer experiences and satisfaction?
5. What long-term gains will be realized (i.e., increased revenues, better customer service, higher productivity, and so on)?

When interviewing potential BPO candidates, keep in mind that their goal is to help improve your business functions. It is not uncommon for a BPO to ask you details about specific processes to gain a better understanding of how your business operates.

Armed with this knowledge, they will have the insight required to make sound recommendations on how their services could potentially benefit your operation. Some organizations even discover areas of their operation where needs are not being met or other issues they were previously unaware of from the initial interview and follow-up meetings.

One concept business leaders should keep in mind is that BPOs are much like consultants offering expert advice. They rely upon delivering exceptional services and solutions to your organization in order to further strengthen your relationship with them.



In other words, a BPO is only as successful as your business, so it is always in their best interests to help improve business functions and enable you with the tools needed to grow a successful operation. For more information about BPO solutions for your business, and to learn about our unique approach to BPO, contact Datamark at 1.877.667.2151, now, to schedule a consultation.