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Without a doubt, outsourcing is very popular among businesses because of the benefits that one can gain from it. Outsourcing companies have been very active in seeking new clients as they take advantage of the situation where the benefits of outsourcing is already out there in the open. As both non-voice and voice solutions gain popularity in different key outsourcing destinations, there is a question that enters the minds of those who have been monitoring the outsourcing industry; the question being â€œDo businesses really get to maximize their outsourcing partnership with a strategic solutions provider?â€•

We have previously written an article entitled â€œHow to Maximize Your Outsourcing Partnershipâ€• that provides tips on how a business can move past the barriers that could be encountered when engaging with an outsourcing partner. The article points out three key points: 1.) Keep it Clear, 2.) Set the Bar, and lastly 3.) Be Hands-on. We may have overlooked to include one other key point in the previous article, which is to seek the services of an outsourcing solutions provider that is trusted and preferred by many. Having a trusted outsourcing partner by your side would enable you to drive your business towards your goal without having to be troubled by the demands of your operations team.

There was study that was conducted by Accenture (NYSE:ACN) during the months of September and October in the previous year that suggests only 20 percent of the 263 buyers that was surveyed for the study is able to recognize the full value of their partnership with a business process outsourcing company. This is not an unusual case as most companies are only focused on cost reductions and are unaware of the necessary management and transition processes. In the study, 8 characteristics have been pointed out by Accenture that are common among the 20 percent who have already realized the full potential that is brought by outsourcing. Among these would be focusing on the benefits beyond cost reductions. Outsourcing could bring to your business a wide range of benefits that you can get when you partner with a solutions provider. Another is that high performers in the business process outsourcing industry have already established and adopted an approach towards management and governance processes. Although it is the objective of the partnership established between parties to get the job done, there are still key areas that need to be maintained in order for them to look forward to that contract renewal.

Outsourcing may appear to be quite simple; it is actually simple but only if you have been doing it for a long time already. There is a lot to learn about outsourcing that does not come in a manual which is why it is important for a business to first assess their needs and their potential partners. Outsourcing companies that are serious and dedicated about what they do would definitely help you along the way, allowing you to fully realize the value of outsourcing and create a sound outsourcing environment for you.

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