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With time, outsourcing is becoming more and more mainstream phenomenon and now considered as a business essential. According to the trends of the year 2011 and 2012, IT outsourcing has seen some change in the popularity of different services. Latest hot technologies are taking over older ones, while different businesses jumping on these new technological bandwagons to exploit the booming market. Here in this article, we will discuss some top business process outsourcing trends of 2012.

Rise of Smartphone apps

One of the most booming technologies of the day is Smartphones. Almost all kinds of people are switching over Smartphones to get access on latest technological developments. While different business executives and managers have started hating the concept of they being chained to desk and seat with their computers or laptops. They have explored the power of Smartphones and tablets; now want their whole business processes to be transformed into applications. Besides, the clients of businesses also prefer to do any kind of dealing on their Smartphones, which have further increased the demand of Smartphone apps. To exploit the ever-growing Smartphones' apps market, businesses have started outsourcing their mobile apps needs. Developing apps by in-house employees is very costly; however, outsourcing firms can offer more high-end apps on affordable costs.

Rise of social media

Social networking portals are becoming more and more active in today's world. Now the contact with customers is no longer limited to phone calls or email missives. Outsourcing social contact center to IT outsourcing companies will help businesses to have happy customers while getting each and every feedback of clients from the staff of outsourcing firms. Now businesses all around the world dealing in different niches have realized this factor and turning towards IT outsourcing companies to handle their social customer relationship management debacle.

Gamification in BPO

The word gamification has been recently coined and getting quite attention from last year. The concept of gamification has been applied on businesses from quite long. With this concept, the dull side of BPO has become a fun thing to do. Through gamification, the game concepts are applied in businesses like leveling-up a consumer or employee for his exceptional performance. From quite some time, businesses were realizing that business process outsourcing is quite a dull task to do but with this new concept, businesses offer various incentives, promotions and rewards to staffers based on merit rather than to whom you know or how long he has been with you.

Economic uncertainty will boost BPO demand

According to a survey, the organizations have made up their mind to turn towards business IT outsourcing companies in time of recession to save costs. This is due to the fact that many analysts' fears of double dip recession, which will make totally impossible for businesses to keep on going with their current expenses and overheads. In these times to save costs, business will outsource their back office operations to save costs. Even many organizations have already outsourced many of their operations to outsourcing companies to bring standardization and technological innovations.

Shortage of skills in domestic employees

Although cost saving is one of the main reason that force organizations to turn towards outsourcing firms but it is not all. According to a survey conducted, it was concluded that executives and managers do not find the skills they want in their in-house employees that has forced them to move jobs to outsourcing firms. Outsourcing companies are offering specialized skills to businesses of all kinds. To allow business to progress, one needs employees with perfect skills who can perform work with innovation and creativity.

Businesses need to seize new opportunities

The business world of today have become too much competitive, in order to earn big money and make the company's name prevailing on the top, businesses need to seize new opportunities before the competitors do. It is impossible to seize a new opportunity with current in-house employees, for this reason, businesses hire IT outsourcing companies for IT Outsourcing services, which can easily perform the given tasks in time. Many multi-national businesses have outsourced their operations from manufacturing to sales and all other back office operations. This has become a popular trend among businesses to make large-scale investments in outsourcing firms.

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