

Case Study - Everyone Outsources Something - Just Think About It!

Author: Alice M. Muchugia, Business Leader, Transitions, Operations and Quality Assurance, Horizon Contact Centers

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Outsourcing is one word mentioned quite often in modern. Just why is it a hype in Kenya and why is it a trendy business practice?

The Outsourcing phenomenon is tactical and if adopted correctly, transcends divisions, departments and disciplines. It can become a key strategic part of driving companies forward and is one of the most powerful tools that any captain of industry can have aboard the organizational ship.

It has unlimited use and covers whatever business you want to be in and whatever business you want to be out of. That's why outsourcing makes good strategic sense when you know what you're going to outsource and why.

Why Kenya?

Kenya as a country has created a brand name from a number of key distinct features in the global arena, the long lived athletics championships, having an authoritative presence leading in one of the most influential nations - President Obama in the US, the gradual improvement in the GDP over the recent months and most recently the political and economic stability of the nation demonstrated following the peaceful referendum exercise.

The fiber optic have been set to position Kenya for global trading, a couple of Government agencies have been established to put in place support frameworks, Pioneer contact centers have been established to guide on the key BPO operational concepts and the hype of BPOs is currently among the top topic of the dailies with facilities being put up to attract investors and foster the growth of the industry.

No one really can say what effect the outsourcing phenomenon will have on our economies, our organizations- even ourselves.

The inability of a firm to know everything means that alliances and partnerships will have to exist. How long they remained twinned, or even friends, is open to question, speculation and a great deal of debate. Technology and its gift of allowing us to do business around the world, across borders instantaneously, is a major driver for outsourcing, or sourcing growth. Those with access and ability to fully embrace what technology can do are winners.

Potential Outsourcers

For the potential outsourcing firms, business life today is just too complicated to do everything in-house. Everyone outsources something- just think about it. All the experts counsel us to 'hold to our core businesses'. That's ok as long as we have taken time and put the energy into knowing just what they are.

It helps to make sure that whoever you are dealing with in the outsourcing business understands clearly your definitions otherwise major confusion can arise. It may sound simple- it's not. That's why it very important to look at a firm that clearly illustrates to you their engagement methodologies at the transition stage.

Outsourcing is being seen less and less as a tactical, cost-saving drive and more and more as a strategic direction that the organization follows. There are two levels of outsourcing- tactical (short term, results driven) which is often explored by start up companies and strategic (long-term, process-driven) that often explored by well established companies. Make sure you know which you are doing.

Outsourcing can be a two-way street. You can outsource your non-core business and in-source from others who can't match your capabilities. Note that Successful outsourcing organizations do a great deal more than what is called for in the 'letter' of the relationship, they really build partnerships.

White Paper

Never outsource what you don't understand. Outsource things you can do, but would rather not- that way you keep control and also give your managers time to concentrate on the things they do well. This will also enable you use outsourcing as a way to get back to basics and improve your business focus. However don't confuse outsourcing with getting rid of things or jobs you don't like.

Sign up with an Outsourcing firm or specialist that has experience and define your outsourcing requirements in clear, complete and measurable terms and stick with them. If you're not familiar with the outsourcing concepts appoint an experienced executive to manage the process- friendly, experienced, but tough-minded are good traits to go for- you'll be glad you did.

Plan your own outsourcing strategy that meet your unique needs and sign up with outsourcers with whom you have a cultural fit and regard their business the way you do borrowing others ideas will not necessarily give you a distinctive edge from your competitors.

Put any 'verbal' agreements into the written contract but don't get your outsourcing contract set in stone. Like other aspects of your business, change is going to drive how your relationship develops.

Whether you totally embrace the concept of outsourcing as a major strategic process that can advance the way you think and develop your business, or you see it as a tactical tool to be used as and when required, take the advice offered and give it a thought.

Horizon Contact Centers is East and Central Africa's first state-of-the-art and fully on demand International Contact Center and Business Process Outsourcing (BPO) Company, offering a broad portfolio of voice and non-voice services to the global market. With a world class facility in Nairobi, Kenya and a scalability to house over 1,200 agents, Horizon is the largest Outsourcing Contact Center in the region.

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FOR MORE INFORMATION:

Horizon Contact Centers Ltd
Gateway Park, Mombasa Road,
P.O. Box 3027-00506
Nairobi, Kenya

Tel: +254 (0) 20 698 7000

Email: info@horizoncontactcenters.com