

ANNUAL MAGAZINE

# 2016 Review

Outsourced Quality Assured Services

# <outsourced>

**IT BPM  
OUTSOURCING GROWTH**

CASE STUDY  
**Genesys**  
Telecommunications

**Outreach:**  
PROJECT PAY IT FORWARD

**Meet Michelle**  
keeping clients happy

***we are family***  
It's more fun at outsourced



## editor's note

**Mary Sabio**  
Editor-In-Chief

Dear fellow readers,

Welcome once more to the annual Outsourced Review Magazine!

I couldn't be more excited to distribute another magazine looking closely at the internal happenings of Outsourced, reporting on both business matters and getting to know some of our amazing team members.

Ever since I started as a blogger for Outsourced mid 2015, it's allowed me to really see the true impact of globalisation. This integration process has enabled international relations to be possible, bringing countries closer together and breaking down cultural barriers. With a multifarious amount of communication tools available aided with ease of travel, companies are capable of taking their business overseas and outsource to prospective workers. The Philippines has proven on countless occasions that their close relations with the Western culture and their all round delightful demeanour has allowed minimal difficulties for this to occur. It won't be long before it'll become the official international hub for Outsourcing.

TL;DR: it's great seeing the BPO industry in the Philippines thrive in success.

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**HAPPY NEW YEAR!**

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# letter from the CEO

**Mike Larcher**  
CEO



**2016** has been another amazing year for Outsourced. We've grown to over 200 staff and have welcomed some of the world's leading brands and organizations to our client list.

This year we've held some fantastic events for the staff from Sports Events and Halloween parties to Bowling and Karaoke nights. We hold exciting events every month for the staff to ensure work life balance and to assist with staff retention and wellbeing. We had an amazing Hawaiian Christmas Party in December 2016 and in May 2016 we took all the staff for a weekend relaxation adventure at Crystal Beach in Zambales.

This year I am most proud and excited to have setup our Outsourced Charity program we called "Pay it Forward" which aims to Share, Equip and Inspire the community through various outreach activities. The company and employees have donated their time and resources to those less fortunate. I'm looking forward to expanding our program in 2017.

We are constantly reviewing our processes and support systems and have implemented several improvements across 2016. We are currently completing our ISO 9001 certification and are already noticing the benefits and improvement to our Quality Management System standards. We further increased the size of our support team with additional HR staff, recruiters and IT assistants to ensure we maintain our high service quality standards. We created a new "Customer Relations Manager" role and employed Michelle Amaro specifically to ensure our client's are always satisfied and receiving the high quality staffing solutions we promise to deliver.

If you have any suggestions to improve our systems or service offering, my door is always open and I welcome any ideas.

I'm looking forward to working with our clients in 2017 and assisting with their continued growth and success.

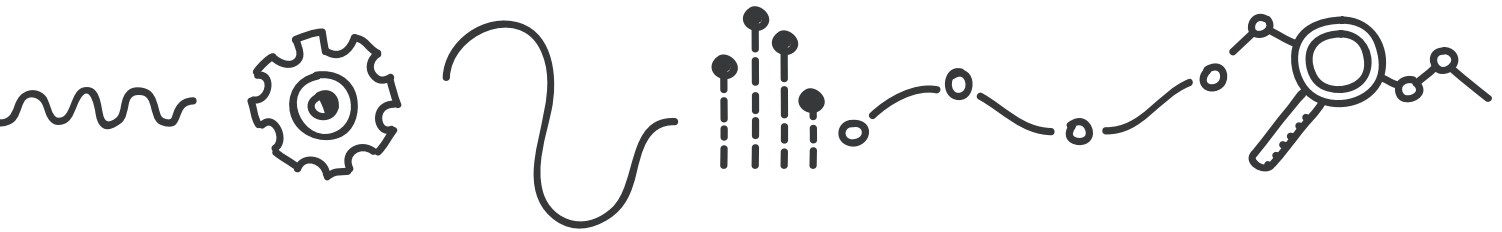
# IT BPM Outsourcing Growth



The Philippines' IT BPM Industry, or Information Technology Business Process Management, experienced one of the best employment and performance rates in the Philippines within the past 4 years. Since 2012, the IT BPM industry has overtaken India's long standing position in voice-based services, making the country the number one provider for such work in the global economy. In addition to this, several non-voice and complex BPO services such as healthcare information management, animation and software development are gaining prominence. Estimated to be at the same level as the IT BPM industry figures, it's not long before the Philippines becomes the leading outsourcing country across all areas.

The global foundation of their IT BPM success is largely attributed to the strong and diverse skills of the workforce. Filipinos hold a competitive advantage in English communication skills, strong customer service etiquette and Western culture familiarity. This alone breaks the destructive offshoring stigma which deters many companies away in fear of tainting their brand name. Coupled with the Filipino's hard working class, openness to learning and friendly demeanor, these advantages provide investors with a strong homeland advantage once they set up shop.

Due to its positive influence on its global image, the Philippine government provides the IT BPM industry with dedicated funding to ensure that the sector continues to expand, making it one of the most supported sectors in the country. As of late, it is well on its track to meet its goal of \$25 billion in revenue and 1.3 million jobs generated by the end of 2016. With these targets, the industry is now facing its next 4-year plan - Trade Secretary Gregory L. Domingo states that there are goals to grow by 18 percent yearly and meet a \$48 billion figure by 2020. However, whilst this forecast is achievable, it was already a stretch target for the local IT BPM industry.

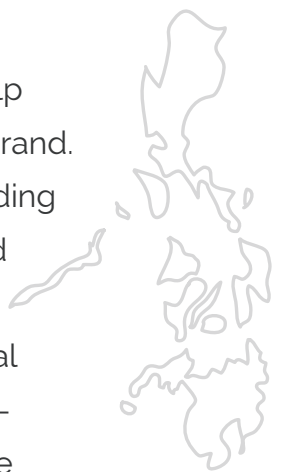


"The problem is, as the base grows, the tendency is for the growth to slow down a bit," Domingo explains.

To help achieve these targets, the IT and Business Process Association of the Philippines (IBPAP) has sought anew for more support from the government to address a number of issues affecting the sector. IBPAP chair Danilo Sebastian L Reyes also cited during the recent International IT BPM Summit the need to develop the talent pool in the country to accommodate for the growing global outsourcing market. Scholarship funding will attract more high school graduates into the sector and support the IT BPM industry further.

*The advantage of scale, talent and cost would propel the Philippines to be an attractive location and retain global leadership.*

Meanwhile, plans are currently in motion to evaluate the current roadmap to help improve to not only ensure the goal is met, but improve the Philippines' global brand. Manila currently has a well established repertoire, being the world's second leading outsourcing destination. With the 2020 projected revenue, the Philippines would account for 19 percent of the \$250-billion outsourcing industry. The proposed roadmap plans will not ensure the goal is met, but improve the Philippines global standing of second best outsourcing destination. It won't be long before its well-established repertoire is recognised across the world and will ultimately take the lead.





# Case study: Genesys Telecommunications

**G**enesys is the global multi-channel customer experience and contact centre solution leader. Their customer experience platform and solutions help companies engage effortlessly with their customers, across all touchpoints, channels and interactions to deliver differentiated customer journeys, while maximising revenue and loyalty. Genesys powers more than 25 billion of the world's best customer experiences each year, across more than 10,000 companies in over 100 countries.



**W**orking for Genesys is a great experience. I report directly to my Genesys manager who then provides the tasks to be done and the targets to be met. I am part of the weekend support team who handle Critical customer issues during weekends. I essentially troubleshoot customer issues via the customer portal, phone, chat or email, whatever platform the customer is comfortable with.

Genesys provides continuous training for both technical and non-technical skills (i.e email etiquette), which is very essential in providing outstanding customer experience. Though some of my Genesys colleagues are thousands of miles apart, the modes of communication are always open for collaboration.

**Mark Domingo**, Technical Support Engineer at Outsourced

**B**ack in 2013 Genesys Customer Care went through a transformation initiative to align our organisation with our guiding principles, Solve Customer Issues on First Contact, Meet Published Service Level Targets 100% of the Time, Measure to Relevant and Global KPIs to Ensure Success and Focus Budget on Customer-Facing Value. Part of this exercise was to move to a tierless support model which allowed us to bring our more technical resources closer to our customers, we also moved to a more global model for supporting our products by creating 4 distinct product groups who would be available 24x7x365 to provide live technical answers to customer issues.

In order to achieve the 24x7x365 live technical answer we needed to invest in more resources and therefore looked at a number of locations globally to see where we could find the right talent at the right cost and after careful consideration we decide to locate our resources in Manila. We then embarked on our due diligence exercise of selecting the right company to partner with, our criteria was relatively straight forward (or so we thought) we needed technical people who were willing to work shifts and have great customer facing skills, we chose a number of companies to work however only one could find the right candidates and that was Outsourced, we started with a small group to cover our weekend shift work and have been so happy with both the people they have brought on board we have decided to expand the operation. This is testament to the flexibility and determination of the Outsourced team who have been more like an extension to our own company rather than a 3rd party.

**Dean Cottle** , Vice President Customer Care at Genesys

Mike Larcher, CEO of Outsourced has said "Genesys really has been the ideal client for us. We love nothing more than to assist clients to grow highly effective and successful offshore teams. We have worked very closely with Genesys to scale their team from 0 to over 80 professionals (and growing) at our Eastwood Manila office. The roles cover everything from Business Application and Technical Support Engineers to Cloud Customer Care Analysts and Implementation Consultants."



# OUTREACH

## PAY IT FORWARD

SHARE • EQUIP • INSPIRE

In line with Outsourced's 4th year anniversary in the BPO industry, the company has geared up for another exciting endeavour, this time focusing on giving back to the community through various outreach activities.

**Project:** Pay it Forward aims to encourage employees to donate either their time or resources to those less fortunate and spread the spirit of giving.







In **July**, Outsourced paid a visit to Tahanang Walang Hagdan, a rehabilitation and workshop centre with the aim to uplift the lives of orthopedically handicapped people by equipping them with skills to be a productive and self-reliant member of society. The team spent the day assisting with the day to day activities, as well as donating a brand new washing machine for their facilities.



In **December**, a Christmas charity event called "Share, Equip, Inspire" was organised to help Bagumbayan Elementary School with widening their library collection. Books for the library, backpacks filled with paper, pens, books, toys and a Christmas card for the students, and christmas hampers for each family was collectively donated by Outsourced employees.



# Networking Events: Interop Las Vegas



**Interop**<sup>®</sup>  
Las Vegas MAY 2 – 6, 2016  
EXPO: MAY 4 – 5  
MANDALAY BAY CONVENTION CENTER

In May, CEO Mike Larcher represented Outsourced at Las Vegas' annual Interop ITX Conference, a five day experience offering world class workshops, compelling keynote speakers and unlimited networking opportunities to help technology leaders overcome challenges and propel their business forward.



*Our focus in 2016 was to expand our client's in the USA. Interop was a great opportunity to network with a range of potential clients and to promote the Philippines and Outsourced staffing services. We've had an extremely successful year welcoming numerous USA based clients to Outsourced. Im looking forward to continue this success in 2017.*





# ISO 9001 Quality Management



In 2016 Outsourced hired a dedicated ISO Internal Auditor, Blesilda Pascua. By January 2017, Outsourced will release official standard procedures focused on customer satisfaction. By ensuring compliance with these standards, Outsourced will have regular process audits and management review meetings along with other requirements regarding customer satisfaction surveys, staff trainings, supplier evaluations and staff assessments.



Blesilda has said "Working in a BPO company is new to me though when it comes to Quality Management System (QMS) and all companies have the same goal, that is to provide the best quality service to the customers in the most systematic, organized and efficient ways. Before 2017 first quarter ends, our goal is to achieve ISO 9001:2015 certification.

It will benefit the company in

- (1) exceeding customer expectations through improved quality processes;
- (2) accessing new markets through ensuring competitive and compatible services; and
- (3) establishing a management system that is in line with international standards."

By achieving ISO 9001 certification Outsourced will have demonstrated that it meets the regulatory requirements and applies the system effectively to be of real benefit to our customers.

Mike Larcher, Outsourced CEO has said "We are very excited to receive our ISO certification. This achievement is in-line with our company mission of providing an uncompromising commitment to quality."

## meet the team

**Michelle Amaro**

Client Services Officer

I started working in 2007 and can still vividly remember my first job as an AOL Software Technical Support Specialist for a BPO company. It was something I never thought I would be - an agent in Customer Support and Services. Working night shifts and answering a countless number of

incoming calls from clients across United States was a really tough and demanding job that required undying patience and consistent adjustment. After less than a year, I decided to shift careers and moved overseas.

Due to my intense desire to experience working abroad, I flew to Dubai and kept to customer service relations, first working in Concierge before shortly becoming the Operations Administration Assistant for a group of companies in the hospitality industry. After a year and a half of embracing a new culture and working with different nationalities, I returned home.

Upon my arrival, I joined an Australian Outsourcing company focusing on Project Management, Testing, BAU Support and Banking and Financial Services. I was exposed to another area of customer relations and learned a lot from all disciplines of business, including Office Administration, HR and Client Support. It was the foundation of my career and I can confidently say my previous experiences and desire to continuously grow had brought me where I am now.

From 2007 to now, being a Client Services Officer for an international company was my big break and dream come true. **Outsourced is a dream come true.** It's my passion to serve clients and customers, providing them with high quality customer services, which is a key factor that differentiates any company from its competitor. My principle of prioritising people is the heart of the business, creating a great place and environment to work where people are appreciated, engaging, productive and thriving. It's my goal and passion to continuously and effectively contribute to the success of Outsourced, and its vision to be internationally acknowledged for delivering the highest quality of offshore staffing services.

# michelle



## staff testimonials



Richard Feraro  
Lead Developer



**F**our years and counting, three promotions, salary increases, awards and globally recognised certifications - that's how the company rewards employees when you work with Outsourced. I have been blessed to be able to work with like-minded individuals with unique talents that complements each other's skills.

From working with small online shops to several large E-commerce multi-stores, exposure to world-class web technologies are just a few things that are guaranteed to be learned by any employee. As I continued to work with various teams, the knowledge I acquired enabled me to be the subject matter expert in no time. On going training ensures that each and every individual is equipped regardless of the project we are into.

richard

I am Employee #18. Now we are more than 200+ employees which is a testament to how the company is able to identify good talent regardless of where you are. New acquisitions and offshore offices plus top-notch development tools and devices are provided to get the job done (I have an all-Apple dev environment setup, just so you know). PS. Did I mention that I was in our Sydney office just two weeks ago? All expenses paid. **Love it!**

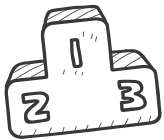


# <outsourced> SPORTSFEST 2016

Outsourced: Quality Assured Services  
1st Sports Festival - November 05, 2016



## Work Life Balance



Physical activity, along with proper nutrition, is beneficial to people of all ages, backgrounds and abilities.

It allows us to be less prone to medical conditions, increases overall mental well being and promotes strong bone, muscle and joint development.

At Outsourced, we understand the



importance of being active especially when physical movement is already restricted due to the nature of a full time desk job. In order to encourage fitness, Outsourced's very first Sports Festival event was organised. Employees competed in teams in basketball, badminton and volleyball, sparking friendly competition and making exercise a fun and social activity that was enjoyed by all.





# Beach Summer Weekend Getaway

**T**eam building days are vital to encourage effective group skills, communication, office relations and overall empower one another to achieve a common goal. Taking employees out of the office helps groups break down personal barriers, eliminate distractions, improve productivity and motivation and simply have fun away from the professional environment.

As Outsourced believes in this principle, a summer weekend trip to Zambales was organised for a fun day out. Team games, food and good times - what more could you want?

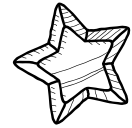
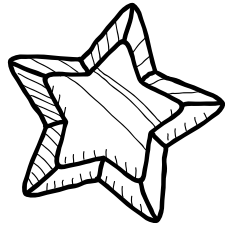
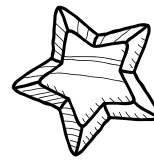
## Team-building day benefits:

- Improves morale and leadership skills
- Finds the barriers that thwart creativity
- Clearly defines objectives and goals
- Improves processes and procedures
- Improves organisational productivity
- Identifies a team's strengths and weaknesses
- Improves the ability to problem solve





# We are Family: It's More Fun at Outsourced



Once again, it's been a fantastic year of office festivities, after-hours fun and overall hanging out with the corporate family. Outsourced believes in a good work life balance and creating concrete professional relationships which extends beyond the desk, as it increases productivity and staff longevity. Dress ups for Halloween, Sports Events, Bowling and Karaoke nights, we definitely know how to have fun at Outsourced!







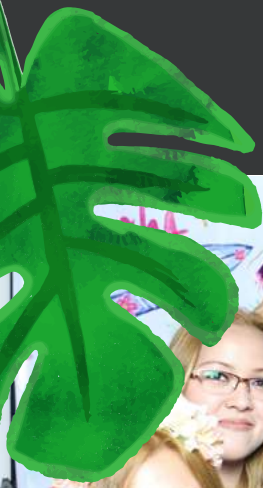




In 2016 we celebrated our End of Year party at Elements Eton Centris - Fortune Hall in Quezon City. The night was a huge success packed with team talent contents, singing, dancing, awards and buckets of fun and laughter.









Outsourced Quality Assured Services Inc is a leading Philippines Business Process Outsourcing company that provides dedicated remote staff and offshore staffing services. We specialise in providing staff of the highest quality who will continue to exceed your expectations ongoing.



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a call



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