

# <outsourced>

**IT'S MORE FUN  
AT OUTSOURCED  
BEHIND THE SCENES FUN**

**ACIDGREEN**  
THE PERFECT CASE STUDY

**3 TIPS FOR  
SUCCESS**

HOW TO MAKE OFFSHORE  
STAFFING WORK

**MEET JOAN**  
THE CHIEF BEHIND  
THE OPERATIONS

***winners!***

**OUTSOURCED AT THE  
GOLDEN GLOBE AWARDS**

## editor's note



**Mary Sabio**

Editor-In-Chief

Welcome to the company's first issue of Outsourced Review, your one-stop annual magazine dedicated to reviewing all that's happened within the past year. Here you will find information on internal operations of the company, event debriefs, outsourcing advice as well as giving you the chance to get to know the staff behind the company. If you have queries or concerns, please do not hesitate to send an email to [contact@outsourced.ph](mailto:contact@outsourced.ph)

**HAPPY NEW YEAR!**

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# message from the CEO

Mike Larcher  
CEO



**2015** has been another very exciting year for Outsourced. We opened our third office in Eastwood Cyberone and we've added 70 new staff to the team. We launched our new website and sponsored two exhibitions and in 2016 I will be doing a USA sales road trip to further expand our business. I'm confident that we will reach full capacity within the first quarter of 2016. We then plan to open up a new centre with an additional 100+ seating capacity to assist with our continued growing numbers.

This year we've held some fantastic events for the staff from movie nights and Halloween parties to massage sessions and karaoke nights. We aim to hold exciting events every 2 months for the staff to ensure work life balance and to assist with staff retention. We had an exciting Black and White Ball Christmas Party in December 2015 and in April 2016 we will be taking all staff for a weekend relaxation adventure to Crystal Beach in Zambales.

We are constantly reviewing our processes and support systems and have implemented several improvements across 2015.

We rolled out our new Payroll system (Payrollhero), which has greatly improved our time monitoring and staff payroll satisfaction. We doubled the size of our support team with additional HR staff, recruiters and IT assistants to ensure we maintain our high service quality standards.

In 2015 we also implemented a staff satisfaction survey that we send quarterly and it's become a valuable tool for staff to anonymously communicate any concerns or suggestions. It has allowed us to resolve issues quickly and to ensure continued staff satisfaction and endless improvement. 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 2016 and assisting with their continued growth and success..



## How to become more **cost-effective** without sacrificing **quality**

Business Process Outsourcing (BPO) in the Philippines has been one of the fastest growing markets in the past decade and it continues to grow and exceed expectations even today. Last year alone the Philippines BPO industry grew by 22% in terms of revenue.

For the foreign business owner, this growth only means one thing: the Philippines is a great source of talented individuals to outsource vital business activities. There are human resources available for practically every field, especially IT, web development, technical support, customer service, digital marketing and administration services.

The Philippines BPO industry enjoys many distinct advantages such as an almost unlimited supply of fresh new talent every year. There are hundreds of thousands of fresh new college graduates annually, and a large majority of the talented individuals choose to enter the BPO industry.

Because of the tremendous cost-saving and quality of outsourced work output in the Philippines, more and more companies from Australia, United States, United Kingdom, and many others choose to outsource to the Philippines. If you or your company has not yet tapped into the potential of Philippines BPO's like Outsourced, now may be the best time.

In any kind of business, there are two major factors that could spell the difference between failure or success. The first is cost, and the second is quality. Managing cost while maintaining or increasing quality can be a very tough challenge.

**Outsourced is the best solution available to business owners who want to become more cost-effective without sacrificing quality.**

Outsourced is one of the leading and fastest growing offshore staffing companies in the Philippines right now. Our main objective is to help companies find highly skilled professionals in the Philippines to become an extension of their team (just offshore).

Outsourced does the hiring of the Filipino remote staff on your behalf. We handle all the paperwork and provide state of the art technology within our advanced fully managed

offices in Manila. You have direct access to your remote team on a full time basis through teleconference and your preferred project management tools.

Aside from providing the office space, Outsourced also spares no expense in giving your remote staff everything they need to perform quality work for you. Tools and amenities like cutting edge computer equipment, fast internet, video conferencing tools, pantry and free coffee – are all provided to your staff, so they can focus on fulfilling your business needs.

Outsourced also manages the payroll, HR support, daily time records, and local government compliance of your employees.

Working with Outsourced is the ultimate "shortcut" and quality assurance approach to achieving your offshoring business requirements.



### MISSION STATEMENT

Our mission is to help our clients build successful and profitable businesses. Our team is driven by a passion for being exceptional and providing an uncompromising commitment to quality. Outsourced provides Exceptional Offshore Staffing services in the Philippines and our staff are the best of the best.

### VISION STATEMENT

Our aim is to be internationally acknowledged for delivering the highest quality offshore staffing services.

### CULTURE

We hire smart and determined professionals, and we favor ability over experience. Outsourced maintains an open culture where everyone is a hands-on contributor and feels comfortable sharing ideas and opinions. Our Directors and Managers are friendly and approachable with an open door policy creating a hub of the most talented professionals in the Philippines.

### VALUES

To be exceptional, deliver the highest quality, be polite and respectful, be the benchmark and enjoy what we do.



# 3 tips to make offshore staffing a success



## 1. Communication Is Key

Regular communication with your offshore staff will result in better outcomes. We recommend our clients have daily meetings with their staff to ensure open communication about the status of current tasks. This status update allows you to keep track of progress, become aware of potential challenges and coordinate efforts to resolve difficult or time consuming issues. Following agile management processes, meetings are best kept short and to the point. Less than 15 minutes should be adequate. Three key points to discuss are:

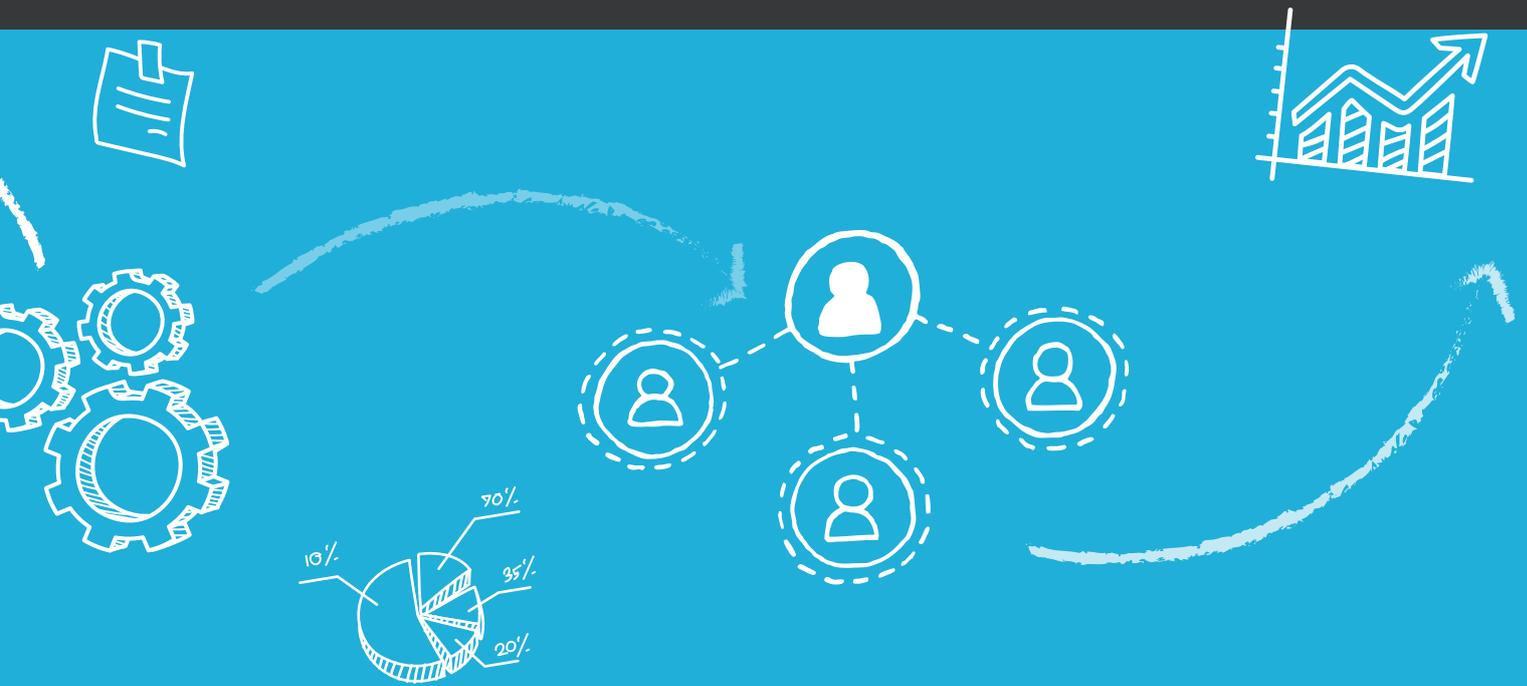
1. What did you accomplish yesterday?
2. What will you do today?
3. Are there any obstacles impeding your progress?

Video calls with your offshore staff are free and simple. Outsourced staff are provided with high quality headsets and have access to the best technologies to ensure there are no limits to your communication with them.

## 2. Give Them Training

We have witnessed first-hand a plethora of clients who make offshore staffing in the Philippines a huge success. We have also seen a handful of others who throw their staff in the deep end and hope they can swim. Without a doubt, those who **invest time in staff training** reap the rewards of a more effective team.

All our clients are welcome and encouraged to visit our offices in the Philippines and to sit with



their staff during the training phase. This could be a few days or several weeks, depending on your training program. Some clients even treat staff with flights to their country, which is a life-changing experience for most Filipino's who typically never have the luxury or opportunity to leave the Philippines.

If you don't have the funds or time to see them in person, technologies like Skype allow you to have a virtual meeting with them. Just ensure you dedicate some time, especially in their first weeks (and ongoing) to training as you would with your local staff.

### 3. Make them part of the team

Your Outsourced staff are 100% dedicated to you and your company. Every day when they start they will report directly to you and live and breathe your brand. To get the best out of your Outsourced staff, it is important to treat them as a **full time member of your team** and not as a detached offshore contractor. Ways to do this include providing them with an @yourbusiness email address, inviting them to team meetings, including them in company announcements and sending them your branded shirts and pens – trust me, they will wear them with pride!

Your Outsourced staff in the Philippines will be loyal and proud members of your international organisation. They are part of your global team and it's beneficial to make them feel appreciated and involved.

For more information or to start your own team in the Philippines simply contact us.

# case study: \_acidgreen



One example that demonstrates Outsourced staff in action within a successful functioning company is Australian based digital agency Acidgreen.

**A**cidgreen is an award winning full service digital agency offering premium web design, web development, ecommerce and Internet marketing services in Australia. They started using Outsourced for their offshore staffing requirements 3 years ago and have now setup a team of 20 talented professionals at our Eastwood Manila office. Their team includes web developers, QA testers and SEO experts who support their team in Sydney Australia.

The staff are divided into teams and each team has a manager in Sydney who communicates with them daily via Skype and other methods. There are weekly work-in-progress (WIP) reports and regular offshore meet ups between the Philippines and Australia to create a seamless working force. These tactics not only allow minimal communication barriers, but it also establishes a strong team bond despite the staff being situated in different countries. The acidgreen team has become the perfect case study of success for how to make offshore staffing work so we asked their Technical Consultant James Lowe for some further insight into how Outsourced and acidgreen made this work.

“As a developer for over 12 years and technical consultant and project manager for the last 7 years I have worked with many developers under various outsourcing models with some very limited success. The main issues have always followed a similar thread. Issues with time zones, language, terrible code quality, laboured management processes and zero accountability. Asked how outsourcing worked five years ago, before working with Outsourced, and I would have regaled a tale along the lines of; ask for X, Y and Z and you will wait two weeks and get X, only. A week later, after your time has been invested in feedback, you will get back X and Y, no Z. X will also be broken now. Next iteration, X will be fixed, Y broken, still no Z this constant iterative, painstaking process is the norm for many outsourcing models.



I started working with our Acidgreen team at Outsourced 3 years ago when we only had a few developers come on. The difference was immediately clear. The most obvious difference was the quality of developers. Having worked with many developers in the past as both a developer and manager I can honestly say that the developers I have worked with at Outsourced are as good, often better, than locally based developers. This is based on technical ability alone, irrespective of value.

However the quality of a developer's code is only part of the solution. A great senior developer is someone that can not only code but also communicate and collaborate with other developers and their project managers. The team in the Philippines all speak great English with a clear accent that is essential for clear video and conference communication.

The success of Acidgreen as a strong technical agency can be attributed to the strength of our Manila office. The skills, communication and general politeness and culture of the Filipino staff are outstanding .

We have built a strong culture with the staff in Manila and they are simply part of our in-house team. I have been lucky enough to spend time in Manila with our team and not only are they an integral part of Acidgreen but a joy to work and spend time with."

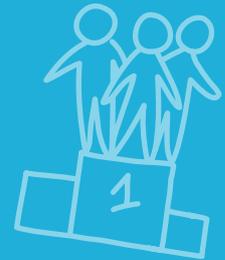
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**James Lowe**  
Senior Technical Consultant  
Acidgreen



# award winners

success at the golden globes



## GOLDEN GLOBE ANNUAL AWARDS FOR BUSINESS EXCELLENCE 2016

outsourced prides themselves for its ongoing achievements and being the target for a number of different awards. This was reflected accordingly when the company was awarded the 'Best Business Outsourcing Provider' title to be presented at the 2016 Golden Globe Annual Awards for Business Excellence.

CEO Mike Larcher says he could not be prouder of his team and how far they have come. "I would like to acknowledge all the support staff and team members for helping get the company to where it is."

The Golden Globe Awards event is held annually to formally acknowledge companies and their excellence in the standards they uphold.



# CeBIT Australia



Earlier this year, Outsourced CEO Mike Larcher represented the Philippine Delegation at CeBit Australia with the IT and Business Processing Association of the Philippines (IBPAP).

CeBit Australia is the country's largest business event, where over 15,000 attendees come to see business technology professionals showcase the latest cutting edge technology design for business solutions.

Held at the Sydney Olympic Park and partnered with NSW Government, the event is comprised of an outstanding level of content from technology conferences, to show floor theatres. It brings together start up companies, investors, venture capitalists, government bodies and potential customers.

This was a fantastic opportunity to gain mass coverage and audience reach in hope to further expand our client database and overall business.





# behind the scenes

with your outsourced team



## meet Joan. the chief behind operations

*My mission is to advocate continuous improvement that values productivity and commitment to quality.*



I have been in the BPO industry since March of 2003 and started my career as a customer service representative and worked my way up. I have managed eBay Fraud and Telstra Billing to name a few, from my previous organizations and have handled 500 to 850 full time employees.

Outsourced is a breath of fresh air for me, the overall experience brought me forward to a different dimension to which caters to a whole lot of learning. Outsourced as a company serves as my inspiration to move forward and only forward.

As the Chief Operating Officer of Outsourced Quality Assured Services Inc, I have helped in the development and establishment of professional and equitable personnel policies throughout the organization. It is our structural approach to achieve prominent performance and distinguished culture across the industry. In parallel, I have been tasked in the development and establishment of operating policies, undeviating with the CEO's & CFO's broad policies, objectives and ensure their execution. I have also evaluated the results of the overall operations regularly to stay

systematic and to guarantee a degree of excellence to Outsourced Staffing Solutions. Part of my job is to ensure that our overall client base is satisfied to the results consistent to their vision and expectations on an outsourcing set up. It is imperative to promote a culture of high performing individuals with developmental goals and established priorities.

My goal as the COO, to which with no doubt is integral to the success of Outsourced, is to make sure that our staff is well taken care of, which serves as the foundation of progressive performance and sustainable motivation all throughout our workforce. My mission is to advocate continuous improvement that values productivity and commitment to Quality.

I'm here to guarantee your satisfaction so don't hesitate to contact me:

[joan.bobila@outsourced.ph](mailto:joan.bobila@outsourced.ph)

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**Joan Vyrose U. Bobila**

Chief Operating Officer

## staff testimonial



*Working with Outsourced is definitely the highlight of my career*



I joined the company three years ago as a QA Tester and one of the first lucky employees. Time really flies and in a very short period of time, Outsourced grew rapidly into a professional company with more than 160 staff employees and counting. Mike has worked passionately every step of the way, from setting the office up to bringing the best variety of talents and skills together. He makes sure everyone's needs and concerns are taken care of. He generously provides beyond standard work equipment of your choice, valuable training and certifications, and fully equipped officers with an awesome view.

The staff have been inspired by annual increases, team building, parties and events. The company culture and people are great to work with. My client allows flexible working time which makes life easier in the office letting everyone work during

their most productive time. With proven, systematic workflow and tools, the team lives another day to deliver quality projects on time and budget.

Working with Outsourced is definitely the highlight of my career. Listing all of the projects I worked on with my client, I would not need a resume - just the project list.

Every project that went live is a story to tell, lessons to remember, skills to empower the next projects and most of all, gives me pride. With great benefits, the experience I earned, and best of all, the friends I found, Outsourced has been a fantastic place to work.

**Juvy Anne Cabana**

Quality Assurance Specialist

## Outsourced turns three



The office was in high spirits as the company turned a major 3 years old in May this year. To celebrate, Outsourced provided lunch for all the staff. There was a company cake, happy snaps and an abundance of cheerful decorations flooding the office provided the perfect environment for festivities.

CEO Mike Larcher who was present during the celebrations, says he's proud to see how far the company has come over a short period of time.

"It's been an exciting 3 years, taking the company from concept to existence, growing it to success and now take off. I'm even more excited about the years to come and what's in store for us."

The company's success is only continuing to grow, with our operations expanding across multiple offices and an undergoing development to expand services in the USA. Well done and congratulations team!



## it's more fun at outsourced



At Outsourced, we believe team building, work life balance and creating concrete professional relationships is a key component to a healthy working environment.

*“Employee happiness, retention and productivity increases when we prioritise mental health and well being by mixing work and play.”*

By implementing employee relationship building opportunities, it develops a strong bond between the staff and improves their perceptions of working life. The result of creating a close-knit office environment is a boost in morale and attitude and minimises the staff from feeling unhappy and neglected, thus increasing employee satisfaction and productivity



This particular workplace culture is a strong and important aspect in Outsourced, where we aim to come together regularly for seasonal celebrations, team building events and office outings. From massage sessions, to movie nights, karaoke nights, water park resort getaways and Halloween festivities at the office, it was definitely more fun at Outsourced this year!





# B&W BLACK & WHITE YEAR END PARTY 2015

In 2015 we celebrated our End of Year party at The Greenlounge Events Place in Greenhills Manila. 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.



Give us  
a call



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