

## SPECIALIST OPINION – DRG Outsourcing

## OUTSOURCING GETS ITS RAINBOW COLOURS

The outsourcing industry in South Africa has gained support from the Government and President Thabo Mbeki, and has been acknowledged as a critical element in building South Africa's economy. SACCCOM (South African Contact Centre Community) provides promotional and growth support within the industry.

The reasons why Government at all levels (National, Provincial, and Local) believes so strongly in supporting and promoting the outsourcing industry are two fold. Firstly, the industry in itself is an employment magnet. Outsourcing is still relatively new in South Africa and around the world, and already hundreds of thousands of people have been employed in the industry. Employment opportunities within outsourcing in South Africa are highlighted by the global attractiveness of South Africa as a preferred offshore destination, being well suited in call centre and Business Process Outsourcing (BPO).

The second reason encouraging Government to support outsourcing is linked to the local and global skills and human resource shortage. The biggest reason world-wide why companies choose to outsource business activities is to draw professional skills into their business. Best of breed outsourcing companies are making their mark in their ability to assist small, medium and large companies to guide their strategies through the sophisticated business requirements needed for leadership within their markets. Companies no longer need to employ highly skilled people directly into their business as a direct fixed cost, and can now forge relationships with outsourcing suppliers who become partners within their business and supply routine and specialist products and services that support their core initiatives.

This supply of rare and specialist skills and resources from outsourcing companies helps to reduce business risk, and supports the Government's initiative encouraging successful entrepreneurship in the SME sector.

The industry has passed its early launch and hype, detailing of workable relationships and service level agreements, and now is at the stage where clients want to see and measure benefits in their company's processes and profits. This has been a major factor in companies' preference to have outsourcing relationships with outsourcing suppliers with sophisticated processing systems and business methodology. Outsourcing brands that have earned trust through their track records and image in the market are the companies that are experiencing vast growth and customer satisfaction. The key in measuring successful outsourcing relationships is in delivery consistency over time, and real value in qualitative and quantitative measurements.

On the basis of experience, DRG Outsourcing has perfected a practical and efficient model that provides effective HR management and HR outsourcing services. We remain your partner in professional and reliable human resource management solutions.



David White,  
managing director

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