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Australian organisations see benefits in outsourcing

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Convergys Corporation has released findings from a recent study, *The Global Financial Crisis and the Imperative to Outsource*, conducted by research company, [callcentres.net](#).

The analysis, as commissioned by Convergy's provides insight into the minds of business decision-makers of the perceived and actual benefits of outsourcing.

The analysis confirms that organisations currently offshoring contact centre services are significantly more likely, compared to those who do not offshore contact centre services, to agree that offshoring is an effective strategy of reducing the challenge of maintaining operational costs and the challenge of employee turnover.

Dr. Catriona Wallace of [callcentres.net](#) said in this time of economic downturn, Australian organisations rated acquiring and retaining customers as their most significant challenge, followed by increasing productivity, upgrading or implementing new technology and then, revenue generation.

Current practice and behaviours show that many Australian organisations support outsourcing.

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One third of respondents regard outsourcing as one of their top 10 strategic priorities for the next 12 months.

"In Australia, 65 percent of organisations do indeed engage in some form of business process outsourcing," said Wallace.

"These include customer interaction activities, backoffice applications and form processing, IT, finance and HR management."

Australia and New Zealand were both rated higher than India, The Philippines, China and Malaysia in terms of the top three factors influencing the decision to offshore.

The factors outlined were quality of telecommunications infrastructure, accent and language skills of the local labour force and general ease of doing business.

Australia and New Zealand also scored top marks as the top two rated destinations in terms of political stability and access to leading edge technology.

Cost of labour was the only influential factor where Australia and New Zealand were rated the lowest.