



Offshore outsourcing in the Philippines

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Introduction

The Philippines has a lot to offer thanks to its rapidly growing economy and English-speaking population. MicroSourcing makes it easy for your company to have its own offshore operations in the Philippines. What we offer is not traditional outsourcing; it's a unique solution where you will be able to leverage our resources and expertise in the Philippines while retaining complete control and ownership over the daily operations.



Benefits of outsourcing to the Philippines

The Philippines remains one of the world's most popular outsourcing locations, much attributed to the following key features:

- **English is the primary language for government, business, and education.** The Philippines has a high literacy rate of 97.5%, with public education available to the entire population.
- **Excellent education** and an abundance of highly trained professionals, including widespread availability of engineers, IT professionals, accountants, administrators, creative designers, and real estate professionals.
- **Highly compatible with Western cultures** due to strong foreign influences from years of colonisation. This eliminates cultural barriers and makes Filipinos very easy to work with.
- **Cost of living** in the Philippines is significantly lower than in Europe, meaning your business could be saving up to 70% on employment costs.
- **Politically stable** with government incentive programs that encourage foreign companies to invest in the country and offer extensive support for the BPO industry, one of its main revenue generators.



Official name

Republic of the Philippines

Geography

Archipelago of 7,640 islands

National languages

English, Filipino

Population

117 Million

Currency

Philippine Peso

GDP

404.28 Billion USD (2022)

Labor force

50.3 million

Literacy rate

97.95%

Top universities

University of the Philippines
Ateneo de Manila University
De La Salle University
University of Sto. Tomas



About MicroSourcing

Founded in 2006, MicroSourcing has pioneered outsourcing services in the Philippines. With over 600+ active clients and 8,000+ staff currently working for organizations worldwide, MicroSourcing has become the trusted outsourcing provider.

We operate within 12 purpose-built hubs, so you get class-A facilities that are strategically located for best access to Manila's talent pool. We're backed by our Australian parent company Probe CX and we're ISO certified: ISO/IEC 27001:2013 (Information Security Management System) and ISO 9001:2015 (Quality Management Systems).

MicroSourcing's outsourcing business model has helped many businesses reduce costs, improve efficiencies and grow sustainably.



MicroSourcing is 100% backed by our parent company, Probe CX, one of Australia's fastest growing offshoring solution and customer engagement firms with over 19,000 employees across 5 countries.

Introducing our hybrid offshoring model

Traditionally, a company thinking of establishing operations in the Philippines would consider two main options, outsourcing the work to a third party provider or incorporating its own Philippine subsidiary. MicroSourcing introduces a hybrid solution which provides the perfect middle ground between outsourcing and starting your own subsidiary in the Philippines.

	OUTSOURCING		MICROSOURCING MODEL		INCORPORATING
Start-up costs	Low		None		High
Longer term costs	High		Low		Medium
Philippine Expertise	High		High		Low
Process Expertise	High		Varies		Varies
Operational Flexibility	High		High		Low
Operational Control	Low		High		High
Client Resistance	High		Medium		Medium
Employee Resistance	High		Medium		Medium

MicroSourcing recruits and employs your Filipino staff and provides your team with the office space and all the tools and assets they need to meet your job standards and expectations. MicroSourcing also provides the full suite of support services that enables you to focus purely on your production processes. Operations management is a collaborative effort between MicroSourcing and representatives from your company. At all times, you will have an in-depth understanding and complete control of your company's operations in the Philippines.





Operations and performance management

Flexible operations management model

Our hybrid model gives our clients direct control over their Philippines operations. They can decide how output is managed. The diagram below illustrates this flexibility in operations management and our client's ability to take a more active or more passive approach.



In most cases, we agree on a joint operations management model whereby the responsibilities are divided between our client's managers and members of the MicroSourcing operations management group. Our clients are free to move the slider over time and take on a more active or more passive role in daily operations. We typically see that clients with larger accounts tend to take more control and place their own senior managers in control of operations.



Driving performance

When you decide to outsource with MicroSourcing, driving performance is a joint effort. This is to ensure that our clients are receiving the best possible outcome. Below is what MicroSourcing brings to the table in terms of driving performance:

Leverage our know-how	We have years of experience driving operational performance in the Philippines across a wide variety of disciplines. We can advise you on how to best staff your team, how to introduce performance-based compensation, and how to optimise your workflow processes.
Performance metrics	At the start of our engagement, we will work with you on establishing a clear performance framework where we identify all the key performance indicators and agree on a framework for measuring and reporting on performance.
Dedicated account manager	We will provide you with your own account manager who will be your main point of contact and your eyes and ears on the ground. This account manager will work with our support services group to provide your team in the Philippines with all the resources and support it needs to thrive.
Talent development	MicroSourcing University is our in-house talent development platform. Your operations management team and our HR department can work together on training needs analysis, training development, and delivery.

An offshore operation of your own

The key difference between our hybrid operations model and traditional outsourcing is the level of control you will have over your offshore team. Every single aspect can be customised to suit your unique requirements and preferences:

Your own employees	MicroSourcing will recruit and employ your Filipino staff to be assigned exclusively and full-time to your company. Your staff will never be assigned to a different client. You can handpick each member of your team.
Your own office	We can provide you with your own dedicated office space, allowing you to operate according to your own work floor policies and instil your own branding and corporate culture.
Your own tools	You are free to choose the systems and tools you want us to deploy for your Philippine operations. We can further advise you on the best means to optimise your onshore-offshore workflow.
Your own policies	Your Philippine operations can adopt your company policies, processes, and procedures for IT and data security, human resources management, work floor policies, compliance with industry regulations, and any other aspect of your operations.
Your own company	Down the road, you may choose to establish your own Philippine corporation and employ your Filipino staff directly. MicroSourcing can help you incorporate and manage your Philippine corporation on your behalf.

The benefits for your business

Our clients have significantly benefited from their Philippine operations and their partnership with MicroSourcing. It has enabled them to improve their competitive positioning, gain momentum, retain focus, and grow their business strategically. Below are the common benefits our clients experience when outsourcing with MicroSourcing:

Massive cost savings	Salary costs are around 70% lower than in the UK and Europe, plus your overhead costs will be reduced by more than 50% by using our office space, assets, and support services. As a result, you can grow your production capacity without making any large investments in office space, computers, or other assets.
Focus on growth	With MicroSourcing managing all assets and support services, you can focus on the things that will help your business grow. In addition to that, the cost savings you generate in the Philippines can be allocated to your sales and marketing efforts and initiatives that will further optimise your core production processes
Stay in control	You will remain in full control over your offshore operations. Your clients and stakeholders will appreciate the fact that their data and intellectual property is not leaving your control. Your operations in the Philippines will be genuinely yours.
Around-the-clock operations	MicroSourcing never closes, so like many of our clients, you have the opportunity to establish 24/7/365 operations. Imagine the impact on your turnaround times, production capacity, and performance if you have a team working around the clock.
Scalable business	As your Philippine operation thrives, MicroSourcing will continue to scale to meet its demands. Whether you need to add one or one hundred additional staff, simply share your additional hiring needs with us and we'll take care of everything.

Our fields of expertise

The Philippines has a large English-speaking and highly trained workforce. Our clients have used our hybrid operations services to establish their own Philippine operations for a wide range of processes. Throughout the years, we've gained a lot of experience in a wide range of roles and tasks including:

Customer service

- Email communications
- Chat support
- CRM management
- Account management
- Payment processing
- Invoice reconciliation
- Billing.

Data entry

- Data management and maintenance
- Data extraction
- Administration
- Invoice management
- Quality control
- Reporting.

Sales support

- Appointment setting
- Outbound calling and telecommunications
- Lead management
- Business development.

Healthcare management

- Medical coding
- Medical transcriptionists
- Claim management.

Technical support

- Call-logging and troubleshooting
- System management and improvement
- Endpoint management and maintenance
- IT support.

Financial processors

- Bookkeeping
- Accounts receivable
- Accounts payable
- Reporting
- Budget management
- Reconciliation
- Banking
- BAS preparation.

Creative processors

- Graphic designing
- Multimedia
- Web designing
- Animating
- Game designing.

Digital marketing

- Social media
- SEO/SEM
- PPC
- Email marketing
- Lead generation
- Analytic reporting
- CRM maintenance
- Ad hoc tasks.

MicroSourcing's market intelligence team

After you have decided which roles to outsource, our dedicated market intelligence research team starts calibrating your request. As experts in the market, they will begin researching what the Filipino talent market has to offer based on your specific requirements such as job profiles, skills, years of experience and any other special requests. Their main purpose is to ensure you are presented with the strongest talent available. Our market intelligence team provide that extra level of transparency to help you make an informed decision from the outset. Depending on what our team reports back, we can discuss the best way forward. Market transparency builds trust and that's exactly what our market intelligence team is hired to do.



Our transparent pricing model

MicroSourcing's transparent pricing model puts you in direct control over your costs in the Philippines. We charge a fixed monthly fee per employee calculated as follows:

TOTAL FEE		DIRECT EMPLOYEE COSTS		SERVICES FEE
We charge a fixed fee per employee per month	=	The total direct costs of each employee in terms of base salary, benefits, taxes, and insurance	+	The fee we charge for the assets and support services we provide to your operations

Staffing costs you control	You can control your direct employee costs including the compensation package upon hiring, performance-based incentive programs, and annual salary increases.
You choose the talent	We do not make any margins on the direct employee costs and share those openly with you. There is no conflict of interest, so if you want to hire more experienced, more expensive staff then that is your choice, not ours.
No one-time fees	We don't have any one-time fees. We will only send your first invoice when your people start working for you. This will be a simple breakdown of your Filipino staff, their direct salary costs, and our total services fee.

Talent acquisition and retention

World-class recruitment capabilities

Our talent acquisition department is the engine driving MicroSourcing's success and rapid growth. Our ability to attract and retain the Philippine labour pool's best talent is one of our key strengths. Our talent acquisition capabilities are especially important in our hybrid operations model as our clients get to directly screen and pick the members of their Philippine team. Therefore, our clients have a very diverse range to select from allowing them to meet their business's specific needs. Our recruitment capabilities allow us to hire staff ranging from a single senior .NET developer to 200 call centre agents.

We have made huge investments in our talent acquisition capabilities:

Professional team	We have over 70 full time recruitment specialists working around the clock to identify and screen the best talent available in the market. We have dedicated senior managers in-charge of sourcing, marketing, and recruitment operations.
Career centres	We operate in three recruitment centers, two in Manila and one in Cebu. These 'job shops' enable us to attract and process many candidates in an environment that showcases MicroSourcing as an employer of choice.
Sophisticated systems	MicroSourcing has built its own cloud-based recruitment systems which manage the entire process from candidate registration to screening and job matching.
Sophisticated screening methods	Our recruitment specialists are certified for behavioural interviewing. We have an extensive database of skill tests for a wide range of skills and capabilities. You can also add your own skill tests to our system.
Huge candidate database	We currently have more than 373,000+ pre-screened database candidates. More than 47,000+ of these candidates have gone through our on-site screening process and have been appropriately categorised in terms of job profile, skills, job preferences, and salary expectations.



Great Place to Work Certified

MicroSourcing is one of the Philippines' premier employers. We employ more than 8,000 people, across 12 offices and we invest heavily in employee engagement and development programs. This means we can attract and retain top talent for your business. In fact, our annual attrition rate is less than half the industry average.

MicroSourcing was awarded Great Place To Work Certification for the past two years in recognition of our great workplace culture. A Great Workplace is about the trust employees have in their leaders, the pride they have in their jobs and the happiness they experience with their colleagues. People experience a great workplace when they consistently:



TRUST the people
they work for



Have **PRIDE** in
what they do



Experience **CAMARADERIE**
with their colleagues.



Talent retention and development

Finding the right people is the first step; keeping them engaged and committed to our company and your operations is the second challenge. The outsourcing industry is plagued by high employee attrition numbers - as high as 50-60% per annum.

At MicroSourcing, we've invested heavily on our employee engagement and retention initiatives and the results are impressive:

Company culture	Our company has a very warm and family-oriented company culture with great emphasis on making sure that everyone feels at home at MicroSourcing. This is something that is of paramount importance in the Philippines.
Employee engagement	We have a dedicated employee engagement team and a wide variety of engagement activities including, the annual MicroOlympics sports contest. We also have a large number of special interest clubs for our employees.
Employee recognition	We have several notable awards and employee recognition events where we recognise our employees for exceptional performance.
Training	We have a dedicated training team which operates our MicroSourcing University training platform where employees can receive quality online and classroom training in a wide variety of hard and soft skills.
Career development	MicroSourcing has excellent performance management and career development frameworks which takes care of the full cycle of onboarding staff, providing a clear career path and managing performance.

Roles you can offshore with MicroSourcing

What most people don't realise is that you can offshore nearly any type of role, as long as it doesn't require localised knowledge or a physical presence onshore.

If you have systems and processes in place, and the role can be done remotely, it can be offshored. And you can get highly skilled workers at a fraction of the price you'd have to pay their onshore counterparts.

Once your business is offshore ready, you could have an offshore team up and running in as little as 6 - 8 weeks.

Roles that are outsourced frequently with great success include:



Technical support:

- Desktop support specialists
- IT helpdesk specialists
- QA testers
- Systems analysts and administrators.



Business services:

- Administrative assistants
- Executive assistants
- Virtual assistants
- Data analysts.



Customer support:

- Chat management
- Customer service representatives
- Inbound and outbound sales support.



Digital marketing:

- Digital marketing specialists
- SEO and SEM specialists
- Social media specialists
- Lead generation specialists.



Finance:

- Bookkeeper
- Accountant
- Financial analysts
- Procurement officers
- Tax advisors.



Human resources:

- HR specialists
- Talent acquisition specialists.



Web development:

- Database administrators
- Java, .NET, PHP, WordPress and web developers
- Web designers.

World-class facilities

More than 8,000 staff are located across 12 prime locations in the Philippines.

Prime locations

We operate from the best locations in Manila, taking into account the proximity to talent and the availability of prime office space and the very best in terms of telecommunication and utility infrastructure.

Prime office buildings

We operate exclusively from modern grade A office buildings with full redundancy on utilities and telecommunications and the most stringent safety and security policies.

Modern fit-outs

Our office fit-outs are clean and modern. Our modular system furniture enables us to customise and repartition our work spaces easily.

Excellent facilities

Our offices include multiple meeting rooms, training rooms, and employee facilities such as canteens, coffee corners, recreational spaces, and clinics.

Customisation options

Our clients can fully customise their work spaces by repartitioning, rebranding, and refinishing in cooperation with our facilities management team.



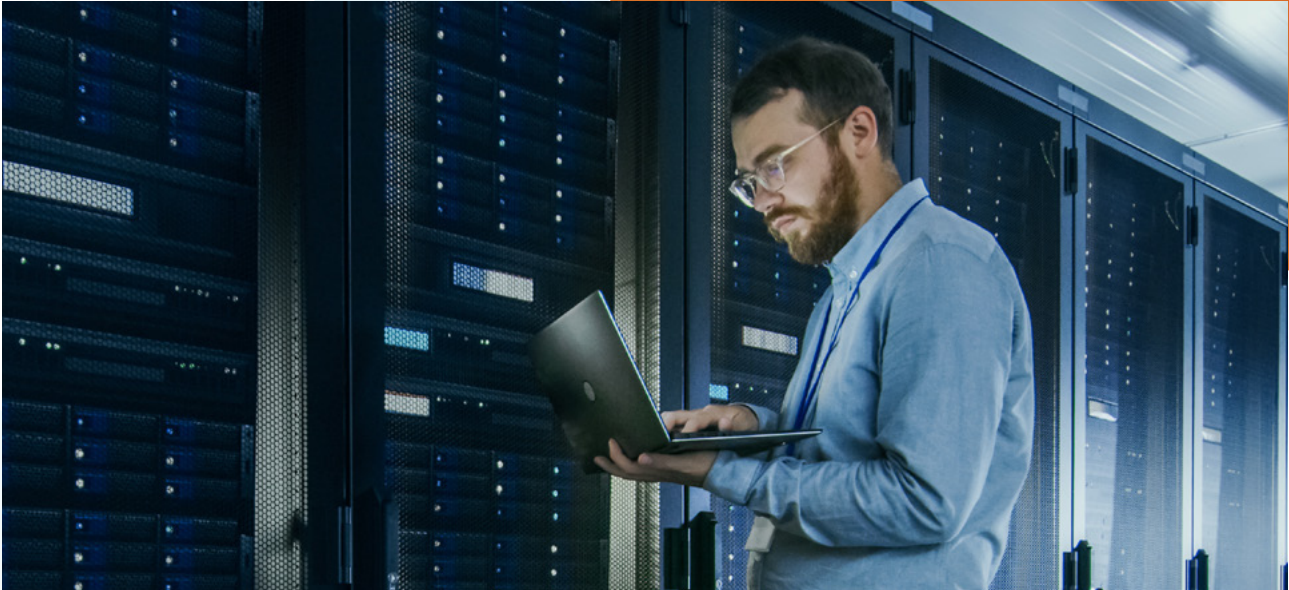
Reliable IT and telecommunications

Reliable infrastructure

High-speed connectivity	We work with the largest and most reliable telecommunication partners and we have multiple high bandwidth pipes going into each of our delivery centres.
Interconnected centres	Our delivery centres are connected to each other using high-speed inter-city links, enabling us to access bandwidth and network resources from each of our sites.
Automatic fail-over	Our network infrastructure is designed to assure full redundancy and automatic fail-over on every node in the network.
Dedicated lines	Many of our larger clients opt to have their own dedicated lease lines (MPLS) to connect their Philippine operations to their network. We can help procure, deploy, and manage these dedicated lines.
Secure environment	Each of our clients is assigned to their own VLAN. We can furthermore physically partition off parts of our network if needed. We have state-of-the-art firewalls and can implement any additional safeguards you want to put in place.

Professional IT organisation

Professional team	Our IT department consists of more than 60 IT specialists ranging from level 1 technical support to certified network specialists.
IT solutions and implementation	We have an IT solutions team that helps our client in selecting, deploying, testing, and commissioning IT solutions in the Philippines.
24/7/365 on-site support	Our technical support team operates 24/7/365 with people on duty on-site at all times.
SLA-driven support system	We have developed our own ticketing system which gives SLAs and escalation procedures for a wide range of technical support requests.



Best practices

Compliance with international standards

MicroSourcing is certified for two ISO standards. We actively support our clients in achieving HIPAA compliance while maintaining PCI-DSS operations. We have a dedicated team in place who is responsible for our compliance, business continuity, and information security.

ISO 9001 certified	ISO standard which describes the requirements of an integrated Quality Management System.
ISO 27001 certified	ISO standard which describes the requirements of an Information Security Management System.
PCI-DSS compliant	Data security standard for credit card data handling as set by the payment card industry.
HIPAA compliant	Certifies that we have all necessary physical, network and process security measures in place to support HIPAA compliance.



Creating social value

MicroMissions is the Corporate Social Responsibility arm of MicroSourcing. We commit a fixed portion of our income to initiatives that serve the Philippine community. Our MicroMissions initiatives cover three distinct areas.



MicroMissions careers program

Our careers program aims to leverage MicroSourcing's position in the Philippine outsourcing industry to bring job opportunities to the people who need them the most. This program provides classroom and on-the-job training to disadvantaged but highly motivated high school graduates from some of Manila's poorest districts. It's a full-time program where selected youth are taught English and computer skills and gain work experience at MicroSourcing. The program has been proven to be successful in extending long-term, higher-paying job opportunities. A total of 27 graduates of the Careers Program are currently employed full-time. Among them, 25 are employed in MicroSourcing as data analysts and call centre agents.



Interns receive training and gain exposure to real-life work processes.



MicroSourcing clients participate and are connected to driven and hardworking employees.



Successful interns with a stable source of income start to increase their families' standards of living.

Employee giving

MicroMissions works with local nonprofit organisations to support programs for education, child development, and youth empowerment. Our employees are actively involved in nominating, selecting, and volunteering in the programs we support.



Volunteers helped build a preschool at Habitat for Humanity in Laguna.



MicroMissions' college and high school scholars performed at one of the events.



MicroSourcing employees donated brand new school shoes to 277 student scholars.

Relief operations: building resilient communities

MicroMissions responds to natural disasters by raising support for affected communities. Our primary focus is on funding typhoon-resistant infrastructure that helps build more resilient communities. We also donate food packs and emergency supplies to address the immediate needs of those affected.



MicroMissions raised \$76,630 to rebuild homes and schools after typhoon Haiyan in November 2013.



Volunteers visited affected families in Cagayan de Oro together with the Red Cross after typhoon Sendong.



In partnership with Habitat for Humanity, MicroMissions donated \$5,423 for shelter repair kits after typhoon Pablo.

Our partners

MicroMissions has partnered with a number of local and international organisations. We are proud of the commitment our employees and clients have shown to support our initiatives.



Success stories

“We chose MicroSourcing to start our offshore operations in the Philippines because of the flexibility and direct control the MicroSourcing hybrid operations model offers us. The partnership between our companies has been great and both our companies have grown side by side for the last five years. We now have a highly effective operation in the Philippines with more than 800 associates and we could not be happier about the results we are seeing and our relationship with MicroSourcing.”

- EVP Operations, EagleView Technologies

“Anything you need for your business you can get at a fraction of the price and as good as in Australia, so you can grow rapidly without the cost of growth. Going down the MicroSourcing route, we’ve had a great uplift in our revenue”

- General Manager of Marketing, Total Tools



A large trade tool retailer with an online store

Client Since: 2017

Staffing: Over 44 full-time staff ranging from digital marketers, customer service and logistics assistants, content managers, data analysts and graphic designers

- Managed unexpected business growth
 - Increased web traffic by 695% within three years
 - Conversion rates increased by 770%
 - 2900% sales growth across the business.
-



A engineering and construction firm

Client Since: 2015

Staffing: Over 80 staff across 31 job profiles

- Reduced their service delivery costs
 - Maintained the quality and efficiency of tasks performed in Manila
 - Expanded their service offering while minimising the costs necessary to deliver transactional and project related services.
-



A debt collection firm

Client Since: 2012

Staffing: Over 100 debt collection and skip tracing specialists

- Moved from a traditional call centre outsourcing engagement to MicroSourcing's Managed Operations model to regain operational control
- Client employs their Filipino staff directly through their own Philippine corporation managed by MicroSourcing
- Continuous improvement in training and performance management leads to great operational results.

Getting Started

Our senior leaders are more than willing to speak to you directly and help you get started. Using our vast experience in establishing and managing offshore operations, we can help you understand the concepts, identify the opportunities, and present a potential road map for your company. A brief discussion with any of our executives will be a worthwhile exercise even if your company has never outsourced before or is currently not actively seeking to establish offshore operations. Furthermore, our engagement process is refreshingly simple and efficient. Many of our clients go live within 60 to 90 days after establishing first contact with us.

**For more information, please visit
our website or contact us today:**

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