

# THE LATEST & GREATEST IN THE WORLD OF BPO

The industry of business process outsourcing (BPO) has undergone significant shifts in recent turbulent years – with the market forecast to reach \$303 billion by 2027 (Gartner)

Here are some top trends to consider in order to keep up with new transformative expectations and strategic opportunities.

## 01 CHOOSING ELASTICITY



As recent events like supply chain disruptions exposed the inflexibility of traditional models, companies are **shifting away from cost-focus to elasticity – right-sourcing, digitization, and resilience.**

## 02 GOING GREEN, GREEN, GREEN



Pressured to reduce the environmental impact of their supply chain, companies are looking for BPOs with **visible eco strategies and a showcased commitment to sustainability and social responsibility.**



## 03 EMBRACING AUTOMATION



Companies must **maximize and leverage robotic process automation and digital transformation** for business optimization. This includes identifying the best processes for automation and tools for measuring consistency.

## 04 KEEPING CONTROL ISSUES IN CHECK



Companies need to balance control and risk management – so despite wanting full control over operations, **they should prioritize stellar transparency and partnership with BPO providers, along with their valuable expertise.**



## 05 EARNING LOYALTY



Today's brands need to empower employees with stimulating work, which comes from automating mindless tasks – thus **earning genuine employee loyalty, true ownership of their work, and retention.**

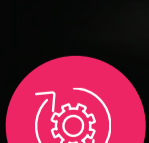
## 06 GETTING DATA (BUT WITH VALUE)



Despite collecting a lot of data, companies fail to fully extract its insights and value. Game-changing AI technology is available – **but companies must prioritize inhouse data expertise and a targeted data strategy to gain business value from data.**



## 07 SEEING THE BIG PICTURE



Bottom-lines and baselines are important, but a too-narrow focus on ROI and performance metrics leaves BPO providers challenged to truly align with company values and better processes. **Outsourcing is more than a financial transaction.** In order to improve outsourced processes and stay ahead of the curve, BPO providers must incorporate brand values into contracts and SLAS and reach beyond a narrowed focus on the bottom line.



Learn how NICE can help BPOs keep up with trends in the outsourcing space for exceptional customer experience.