

[www.elgsolutions.com.ph](http://www.elgsolutions.com.ph)

[admin@elgsolutions.com.ph](mailto:admin@elgsolutions.com.ph)

# The Ultimate Outsourcing Guide for Growing Businesses



Brought to you by ELG Solutions - Your Partner in Growth

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# Introduction: Why Businesses Are Turning to Outsourcing



Imagine this: your business is growing fast. More customers, more inquiries, more things to manage, but your time and resources stay the same. You've hit a point where "doing it all" is no longer an option.

That's where outsourcing comes in.

Outsourcing isn't just a cost-cutting move anymore, it's a growth strategy. It's how small startups scale like enterprises, and how large companies stay agile in fast-changing markets.

According to recent global studies, over **60% of businesses outsource to reduce operational costs**, while **59% do it to focus on their core business activities**. The global outsourcing market is projected to exceed **\$500 billion by 2030**, driven by businesses seeking flexibility, efficiency, and global talent access. *References*

At ELG Solutions, we help business owners like you take that first step confidently, turning outsourcing from a vague idea into a powerful strategy that drives profit, productivity, and peace of mind.





# What Is Outsourcing (and Why It Matters Now More Than Ever)

At its core, **outsourcing** means entrusting certain business functions to specialized professionals or companies outside your organization. It's not about losing control, it's about focusing on what matters most.

There are two main types:

- **Front-office outsourcing:** customer-facing functions like sales, marketing, and customer service.
- **Back-office outsourcing:** behind-the-scenes work such as accounting, payroll, HR, and admin support.

In today's fast-paced market, outsourcing allows businesses to:

- **Reduce overhead costs by up to 70%**
- **Access global experts and cutting-edge tools**
- **Improve productivity and turnaround time**
- **Focus on innovation and strategy** References

Outsourcing has evolved from a corporate tactic to an entrepreneurial advantage, and the **Philippines** sits at the heart of that transformation.

# Why the Philippines Is the Global Outsourcing Capital

If you've ever wondered why global brands, from **Amazon** and **Google** to **Nike** and **IBM**, outsource to the Philippines, here's why:

- **World-class communication:** The Philippines ranks **2nd in English proficiency in Asia**, with a neutral accent that fits well with Western clients.
- **Skilled and educated workforce:** Over **350,000 college graduates** enter the workforce annually, ready for global roles.
- **Strong cultural alignment:** Filipino professionals value service, loyalty, and excellence.
- **Lower operational costs:** Businesses save an average of **60–70% on labor** without sacrificing quality.
- **Proven outsourcing ecosystem:** With **over 788 BPO firms** operating in the country, the Philippines accounts for **10–15% of the global outsourcing market**. References

At ELG Solutions, we connect you directly with this talent, carefully matched to your company's culture and goals.



# What You Can Outsource (and What You Shouldn't)

Not every task should be outsourced, but many should.

The key is knowing which functions bring the highest return when delegated.

## **Pro Tip:**

Keep **core strategic functions** (like decision-making, leadership, and client relationship management) in-house, and outsource the **repetitive, time-consuming, and technical** ones.

Here are some of the most outsourced roles by growing businesses:

## **Administrative**

- Virtual Assistants, Data Entry, Admin Support

## **Finance & Accounting**

- Accountants, Bookkeepers, Payroll Support

## **Customer Service**

- Support Representatives, Live Chat Agents

## **Marketing**

- Social Media Managers, Graphic Designers, Content Writers

## **IT & Development**

- Web Developers, Software Engineers, IT Support

## **Architecture & Design**

- Architects, Draftsmen, 3D Modelers

## **HR & Recruitment**

- Talent Acquisition Specialists, HR Assistants

# The Business Impact of Outsourcing

Outsourcing isn't just an operational choice, it's a financial strategy.

Here's what the data shows:

- Businesses that outsource report **30–40% higher efficiency** within the first year.
- **70% of U.S. businesses** now outsource at least one business function.
- Companies save up to **\$50,000 per year per employee** through offshore staffing. References

And beyond numbers, outsourcing transforms how leaders think:

“Outsourcing gives you back your time, the one resource money can't buy.”

When your backend is handled by capable professionals, you can finally focus on scaling your business, improving your product, and serving your clients better.

# 10 Steps to Outsourcing Success (Based on Industry Best Practices)

1. **Set Clear Goals:** Identify what success looks like – cost savings, efficiency, or expansion.
2. **Assess Your Current Workload:** List tasks that consume time but don't generate direct profit.
3. **Create Role Descriptions:** Define the skills, duties, and KPIs for each outsourced role.
4. **Choose the Right Partner:** Look for experience, stability, and industry expertise – like ELG Solutions.
5. **Onboard with Clarity:** Provide training materials, guidelines, and expectations early.
6. **Use Cloud Tools:** Adopt platforms like Slack, Trello, or Google Workspace for collaboration.
7. **Establish Communication Routines:** Schedule weekly huddles and performance check-ins.
8. **Track Performance Metrics:** Focus on outcomes, not micromanagement.
9. **Respect Cultural Differences:** Build mutual trust and appreciation with offshore teams.
10. **Scale Strategically:** Start small – then expand your team once systems are in place.

# Common Myths About Outsourcing (Debunked)

Myth	Reality
“Outsourcing means losing control.”	You stay in charge. Outsourcing partners simply execute your processes.
“Quality will drop.”	Top providers like ELG Solutions maintain international quality standards.
“It’s only for big corporations.”	SMEs and startups benefit the most from outsourcing flexibility.
“Communication is difficult.”	With tools like Zoom and Slack, global collaboration is seamless.



# Case in Point: How Outsourcing Transforms Businesses

**Before:** A U.S.-based accounting firm struggled to manage client deadlines due to limited manpower.  
**After partnering with ELG Solutions:** They built a dedicated offshore team of accountants and bookkeepers, cutting overhead by 60% and doubling client capacity within six months.

This is just one of many stories that prove outsourcing isn't a cost – it's an investment in growth.



# How to Choose the Right Outsourcing Partner



When evaluating outsourcing companies, ask these key questions:

- ✓ Do they understand your industry and business goals?
- ✓ How do they recruit and vet their talent?
- ✓ What systems do they use for training, quality assurance, and data security?
- ✓ Do they provide transparent pricing and performance reports?
- ✓ Can they scale your team as your business grows?

At **ELG Solutions**, we tick all these boxes.

We don't just find talent, we build teams that grow with your business.

# Take the First Step with ELG Solutions

Whether you're outsourcing for the first time or scaling an existing operation, ELG Solutions can guide you every step of the way.

We combine **strategic expertise, excellence, and client-centered solutions** to help your business thrive efficiently, affordably, and confidently.

 **BOOK A DISCOVERY CALL**

## About ELG Solutions



**ELG Solutions** provides world-class outsourcing services in accounting, customer service, virtual assistance, and architecture.

We connect global businesses with exceptional talent to deliver quality, efficiency, and growth.

**CLICK HERE TO LEARN MORE**

[www.elgsolutions.com.ph](http://www.elgsolutions.com.ph)

[admin@elgsolutions.com.ph](mailto:admin@elgsolutions.com.ph)



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