



Outsourcing is NOT a Dirty Word – Selecting the Right Outsourcing Partner to provide effective solutions to your receivable management issues

有效外判服務 – 應收賬務管理

Program Objectives:

With the economy driving towards globalization, many companies are hard bound to gain a competitive advantage by cutting their costs, optimizing efficiency, and great customer services. Many companies are outsourcing their business process in order to increase efficiency, reduce risk, improve competitive edge, and create new value domains hence new market niches. Outsourcing will reduce internal costs while allowing the company to focus on its core competencies. Outsourcing is something lots of businesses do today. It appears to be so common. However it raises eyebrows when it is talked about or even suggested.

This seminar discusses and tackles some of the common misunderstanding of outsourcing, and how enterprises can benefit from outsourcing, by highlighting and illustrating the proven techniques and processes on searching for a right outsourcing services provider. You will also learn through the most common outsourcing services in the areas of customer acquisition and retention.

All participants will receive a **Certificate of Achievement** and a **Comprehensive Training Workbook**.

Program Agenda:

Understanding outsourcing considerations

- Defining the real meaning of outsourcing
- Identify the drivers for outsourcing
- Types of outsourcing

Customer Care

- Building brand loyalty with exceptional customer experiences

Customer Retention

- Integrated, data driven approach to improving loyalty and retention

Cross Sell/ Up Sell

- Opportunity is Knocking - Open the door

Inbound Sales

- Maximize the potential of every interaction

Outbound Sales

- Turning touches into Gold

Common misunderstanding of outsourcing

- Negative connotations associated with outsourcing
- Common criticisms of outsourcing
- Frequently raised uncertainties

Ways to search and identify the right and appropriate outsourcing services provider

- Best practices for selection
- Critical success factors
- Key performance indicators to monitor performance
- Development of optimum working relationships with services provider

Target Audience:

Directors, decision makers of organizations, and those who are interested in getting prepared and up to speed on outsourcing issues.



**Receivable Management Services
Education Solutions**

For course details and registration please call us at 2201 8888. Please fill in the form and fax back to 2201 8288 or send email to info@rmshk.com:

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