

# a definitive guide to Outsourcing to Africa



**GLOBAL BP**  
SOLUTIONS, LLC

# MOVING FROM STARTUP TO GLOBAL BUSINESS

Launching and growing a successful business is every entrepreneur's dream. Imagine having more time to travel the world, spend time with your family or work on other ventures, while your business continues to run smoothly and thrive. What could be better than that?

All this is now possible, given the advent of digital connectivity.

Virtual assistants...

Business owners today are choosing to work smarter and have realized that in order to get more work done, they do not necessarily have to be in the office.

Working remotely is not just possible but it has the potential and added benefit of increasing productivity and revenue.

Businesses from various industries, whether big or small, have come to realize the many benefits of outsourcing.



# table of contents

What is Outsourcing?	03
What is Insourcing?	04
Insourcing VS Outsourcing	05
Why more companies are considering outsourcing	06
What are the benefits of Outsourcing	09
Outsourcing to Africa	10
What to consider when choosing an outsourcing destination	12
Benefits of outsourcing to Africa	15
How to start outsourcing	17
How to communicate with virtual teams	19
Onboarding your virtual team	21
Outsourcing myths	23
Conclusion	25

# What is Outsourcing?

Outsourcing is the practice of hiring an individual outside of the company to perform certain tasks or provide services that would have otherwise been done by an employee within the company or yourself. The individual or group hired do not have to be physically present but are experts in their field, capable of handling all work assigned to them.

You might have heard people talk about “near-shore” or “offshore” outsourcing and you could be wondering if there is difference. Well, let us break it down.

Businesses from various industries, whether big or small, have come to realize the many benefits of outsourcing.

## Near shore outsourcing

This is when you assign business processes to neighboring countries. For example, an American based company can assign tasks to another company based in Mexico.

## Offshore outsourcing

On the other hand, offshore outsourcing is when businesses assign part of its business processes to foreign countries on different continents, with the goal of drastically reducing operating costs



# What is In-sourcing?

This is when a business practice is performed within the operational structure of the organization. In-sourcing is inclusive in nature. This means that hired personnel becomes part of the organization even if they work remotely.

In-sourcing has slight similarities to outsourcing. The tasks that require to be taken care of remain the same and the basis of engagement is either semi-permanent or contract-based.



# In sourcing VS Outsourcing

[There is a distinctive difference between “outsourcing” and “insourcing” that should be clarified.](#) It's important to understand the difference as you aspire to leverage it as a part of your business. Both have a specific function and fit in the business marketplace, but it is important to understand your objective and long-term goals.

Outsourcing is hiring an outside organization to complete specific tasks. Outsourcing processes are usually non-essential, that is to say all the decision-making processes remain with the company and other roles such as tech support and client services are outsourced.

Additionally, one major difference between outsourcing and insourcing is the methods in which work, projects, or tasks are performed between various companies and departments. With outsourcing, virtual tasks are managed away from the organization. There is a limited amount of control for the company and there is a need for constant communication between the company and outsourcing partner.

To add on to that, when you outsource work, you will get a managed team. What you only need to do is to assign work.

Insourcing on the other hand, is a business practice performed within the operational structure of the organization.

Insourcing is different in that, it functions within the organization giving management more control over the process and eventual outcome of the proposed task.

Companies such as Google have outsourced some business processes in order to improve efficiency. Google added [1000 reps to service 60 countries \(handling 10 000 calls a week\).](#) One of the key elements of outsourcing is the ability to change service providers if need be or desired. This means your business is not permanently tied to the service provider.

Virtual outsourcing is not a static model so one can have several companies work for them in a short space of time.

When you adopt an insourcing model, you will always have to manage your team. Even, sometimes, you have to train your team as well.

Several other major companies followed GM, including [Bank of America, American Express and Visa have since started insourcing.](#)



# Why do companies Outsource

Additionally, 78% of respondents in a [Deloitte survey say they feel positive about their relationships with other virtual team vendors.](#)

Asked about what why they outsource, the respondents in the Deloitte survey mentioned cost cutting at the top of the list.



Similarly, business process outsourcing is not only for small companies, large multinational companies also engage in in-sourcing in order to reduce costs.

Another [survey by Deloitte found the below to be the drivers of insourcing.](#)

# Why do companies Outsource

As a business owner, you understand how complicated a growing business can get. Operating as the manager, accountant, marketer, sales representative and human resource manager can be a daunting task if left to one person.

At the same time, hiring people for these necessary roles can affect your bottom line. The cost of skilled labor is on the increase and businesses are competing to acquire these much-needed skills for their own businesses.

According to Wasp Barcode Technologies, the include;

## TOP CHALLENGES FACING SMALL BUSINESSES



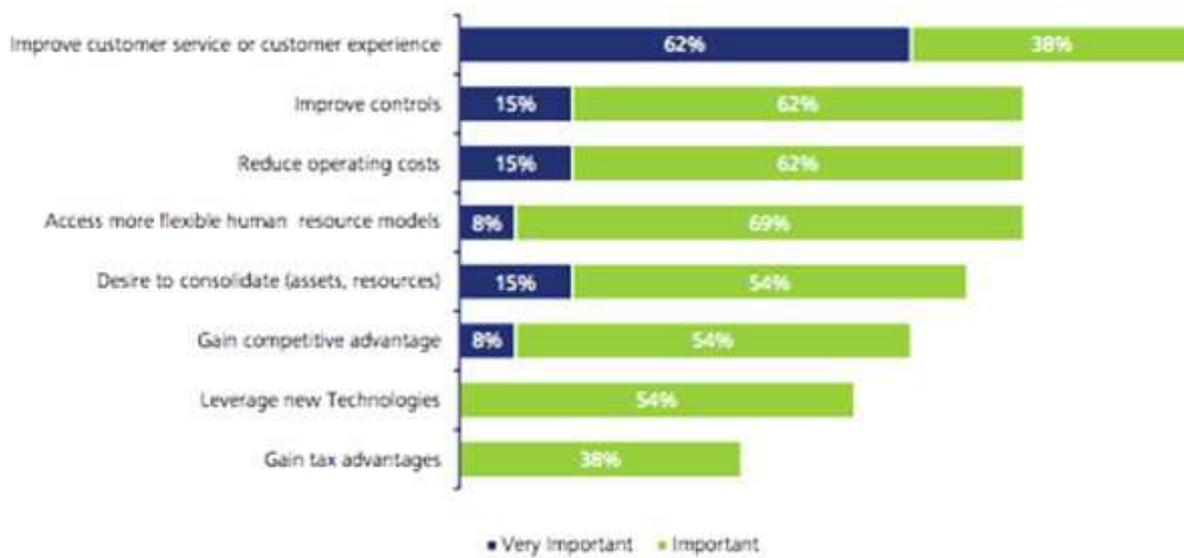
However, outsourcing has made it easier for business owners to scale while managing the costs associated with growth. The findings of a [research conducted by Clutch shows that 37% of small businesses currently outsource a business process.](#)

**37%** of small businesses  
currently outsource a business process.

Clutch

07

# Why do companies Outsource



This goes to show that outsourcing is not only a growing trend among businesses; but it also plays a critical role in the growth of these businesses.

# What are the benefits Of Outsourcing

## **Control**

It gives you control over your personnel. This means that you can monitor their work and see if there is progress.

01

## **Business and cultural alignment**

Inourced employees are better connected to the day-to-day operations and culture of the business, they are more likely to elevate it as a great place to work, helping you attract more talent.

02

## **Focus on core business**

The experts focus on their core business and you focus on yours. Insourcing means that you've selected the rightful individual to perform certain tasks.

03

## **Improved employee morale**

A show of investment in the workforce will boost the morale of your employees.

04

## **Synergy**

People work better in a space that has peers. The synergy between your business's departments will accelerate success.

05

09



# Outsourcing to Africa

Africa is fast becoming the outsource destination of choice to many European and American businesses. Even though India and the Philippines could be argued as the top outsourcing locations in the world, Africa is where the future lies.

The limiting factors such as access to technology and the Internet are no longer an issue in most African countries as significant developments in telecommunications have brought about a new era of business opportunities.

Furthermore, with high unemployment rates, Africa possesses a large pool that business abroad can benefit from at a lower cost.

According to [Focus Economics 6 African countries are in the top 10 fastest growing economies in the world. This shows the rate at which Africa is becoming competitive in the global market.](#)

To put it in context, there are more than a dozen African countries where English is an official language. These include Zimbabwe, Uganda, Zambia, Botswana, Namibia, Kenya, Sierra Leone, Liberia, South Africa, and Nigeria.

Additionally, a large number of countries where English is the official language are the British Empire former territories. This not only reduces the cultural affinity gap, but also ensures that businesses are assured of excellent English-speaking capabilities.



# Outsourcing to Africa



## **Successful outsourcing in Africa**

In order to successfully outsource from Africa, you (just like any other destination) have to invest additional time during the initial stages of the outsourcing relationship to ensure value is achieved through setting clear expectations from the onset.

Many countries in Africa have highly educated people and an ideal outsourcing partner will ensure that you have a one on one interview with potential candidates before you make the final decision.

This will give you a chance to assess the candidate's communication skills, confidence and if he or she will fit in well with your existing team.

## **Time zone differences**

Insourcing from Africa or any other place should be simple. The time difference should not worry you. Your insourced virtual team works according to your schedule or working hours.



# Considerations when Outsourcing

Now that we have covered what outsourcing is and how it is adding value to businesses around the world. The next step is to choose the right outsourcing destination.

There a number of destinations a business can choose from when making an outsourcing destination, the most common options being Zimbabwe, Egypt, South Africa, Nigeria and Kenya.

However, there are several factors that every business should consider when outsourcing.

## **Cost of labor**

For a growing business, hiring new employees is inevitable. The team that a business has can be the competitive advantage that it needs to grow and increase profit.



# Considerations when Outsourcing

That being said let's point out one fact: skilled labor comes at an expense that most businesses cannot afford at the initial stages. A [survey by glassdoor shows that US companies spend upward of \\$4000 on hiring a new employee alone.](#)

This is just the cost to hire a new worker and when we then add other full-time employee related costs such as medical insurance, pension and paid leave. The cost skyrockets.

However, outsourcing from location such as Zimbabwe, can lower your payroll costs by up to 75%! Now that's a saving.

Outsourcing from Africa not only benefits the business receiving the service but also creates much needed employment for the skilled and qualified people in Africa.

## Telecommunication

The major driver of outsourcing is the increasing advancements in technology. People no longer have to be physically at the same location to get work done.

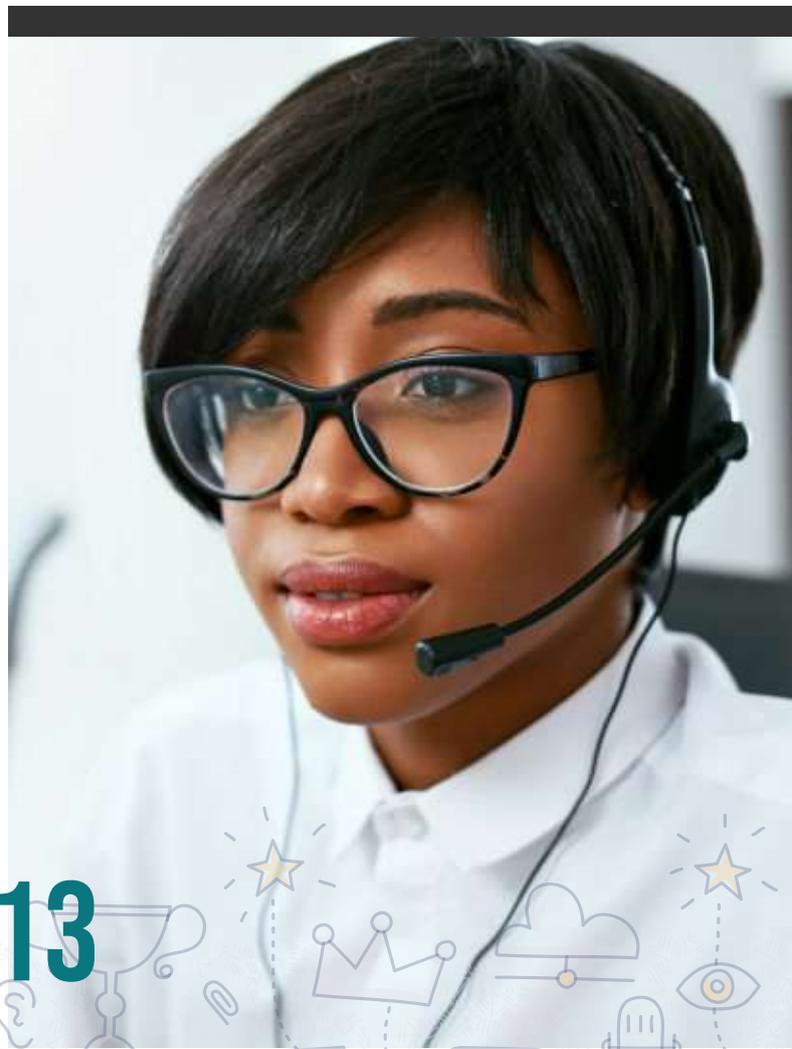
Before making the final decision, take time to find out whether the outsourcing provider has invested in enabling virtual staff to communicate effectively with your organization.

There are a number of tools that you can use to effectively manage your [communication with your virtual teams.](#)

## Talent pool

The thought of trusting someone else with your business can be scary at first. But when you partner with a professional outsourcing company, you will be rest assured your business will be in good hands.

Zimbabwe, for example has one of the highest literacy rates in Africa and with over 20 universities, there is huge talent pool that is qualified to take your business to the next level.



# Considerations when Outsourcing



## **Cultural affinity and Linguistic capabilities**

Most outsourcing destinations have a totally different culture and don't speak English as a first language. However, some countries in Africa are former British territories, which means their culture and English-speaking skills are good for business.

## **Data security**

Data security is huge topic when it comes to outsourcing to the constant sharing of data. When choosing an outsourcing partner, you need to ensure that the organization has put in place robust data security protocols.

Lack of data security protocols can result in cyber-attacks and hacks that can potentially disrupt business.



# Benefits of outsourcing from Africa

There are many benefits of outsourcing your business processes. Some of them include:

## **Outsourcing frees up your time**

You can out-source general repetitive tasks to your outsourcing partner in Africa. This will allow you to focus on core areas in your business. Dental practices for example out-source task such as insurance verification and patient scheduling, allowing the dentists and other staff to focus on other key areas.

## **Outsourcing Saves Costs**

Statistics show that the added annual cost for a new position can equal up to, or more than 150% of the actual pay. By adding a position at an annual salary of \$36,000, the “real” cost to the business could be in the \$54,000 range. [The option to add a Virtual Team to your business can reduce this by as much as 70%.](#)

## **Flexibility**

Outsourcing tasks, allows your business to maintain a financial flexibility when there is an uncertainty in demand. You can scale up or down comfortably. Some business process providers offer short-term service removing the stress of a lengthy contract.

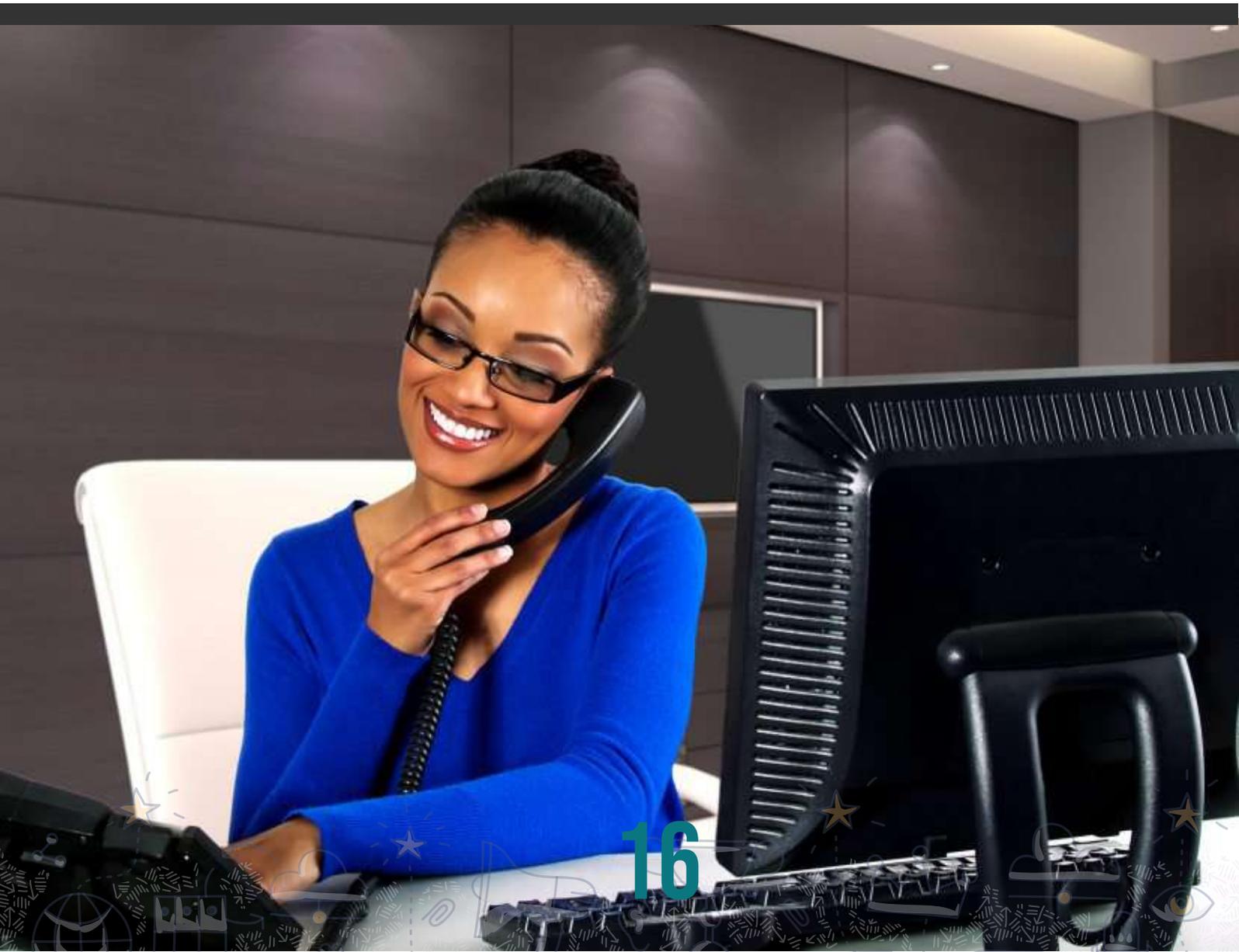


# Benefits of outsourcing from Africa

## Increased Efficiency

Outsourcing tasks can reduce the workload on your current staff and allow them to focus on key areas thereby increasing efficiency.

John Awtry CFO of [Crossvale](#) said "Global BP has helped us tremendously. We have gotten value in multiple areas: [HR, Accounting and general back office administration](#). For example, Victor is an extremely high-level accounting professional. He is able to work with minimal supervision. His work hours coincide with our time zone in the US!"



# How to start outsourcing

## Understand your goals

01

Just like all processes, you need a plan in order to give direction. The first step before you start outsourcing is to understand your business goals and what you want to achieve through insourcing.

## Identify the need

02

Outsourcing should add value in your business and one way of doing this is to first identify where your business needs help.

By looking at your internal Processes, you can identify areas that you or your staff lacks.

You might not be great at Digital marketing but understand the need for it for your business to grow and instead of trying to do it by yourself, you can simply out-source it.

Another example or a need for outsourcing is when you find you or your employees constantly bogged down by work, missed deadlines and reduced efficiency. Insourcing can reduce the workload of you and your employees at a fraction of the cost.

# How to start outsourcing

## Job matrix

03

Once you have identified the need for insourcing within your organization, you need to identify the roles that you want the virtual employee to fill. One way of doing this is to [fill in a job matrix form, which you can find online, or one that is provided by the outsourcing company.](#)

## Contact BPO providers

04

Now that you understand the objectives, identified the need and outlined the role that you want. You can contact an insourcing provider and start the discussion.

[Get in touch with us for simple and affordable insourcing services customized to your business needs.](#)

# How to communicate with your virtual teams



## Increased Efficiency

Communication is the lifeline of any team, to survive your team and you need to have seamless communication. The best way to having a good communication system is to understand your team member's abilities, weaknesses and strengths, so you can see which way of communicating is more effective.

Even though [communication is vital for remote teams, information overload can quickly become a problem. Endless emails, project management system updates, and non-stop messages combine to create a backlog of correspondence for people to sort through.](#)

It's a must for information to be shared freely in virtual teams, but no one should be forced to go through messages that don't apply to them or their work.



# How to communicate with your virtual teams

It's critical that virtual team members highlight their preferred means of communication and make it clear when they're busy or otherwise unavailable.

Productivity and clarity in communication go hand in hand, keeping lines of communication as clean as possible ensures that team members will be focused on their work.

A virtual team is non-traditional, which means how you communicate is definitely different from how you would team members you share an office with. Effective communication makes it possible to get the best out of your team. Making a wise investment in modern technological tools that simplify the communication process allows you to have a seamless line of communication. Virtual communication technology refers to any technology used to communicate with each other when they can't be face to face. It favors the ability to see and hear one another in real time, simulating the experience of a physical visit. Through tools such as Zoom and Skype teams are able to always be in touch regardless of time differences or other geographical factors.

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# Onboarding your virtual team

Communication is very important when it comes to managing your virtual team. Understanding what makes them tick and how the dynamics of the team will be set up.

On-boarding is a process of induction that allows an introduction of culture and team systems.

## 1. Have tools and technology ready.

Provide the necessary tools that will allow your team members to function efficiently. Giving your team the tech, they need will eliminate numerous problems and, give opportunity of growth and success.

You may provide a laptop, phone, or other office equipment to your remote employees. Make sure you send them to your new team members' remote offices before the first day. Whether you like it or not, not having the tools and technology ready to go communicates some unsettling messages like "we weren't really ready for you," "we were too busy to focus on you," or "we have more important things to do than to get you set up."

## 2. Send a welcome care package.

Ship your new hires a care package full of company swag and a message from the team to arrive on their first day to welcome them and showcase a bit of your culture. Your newly hired remote employees will love it because they immediately feel a part of team. Some of the best welcome kits that I've seen include these ideas:

- Company mugs, water bottles, T-shirts, hats, pencils.
- Company journal with the values on the front and an explanation of the values on the inside cover.
- Team welcome cards signed by everyone (ideally, handwritten but electronic signatures can work too)
- A welcome message from the CEO or founder
- A calendar of important company events, including all-hands meetings, company retreats, and so on.
- A checklist of tasks to complete in the first 15 days that includes connecting with different people in the company, doing research on the company website to answer trivia questions, taking pictures of their remote office, sharing where they live and a story about themselves, and completing important HR paperwork, non-disclosure agreements, or benefits.



# On-boarding your virtual team

## **4. Create a training and coaching plan developed for their role.**

Develop a training plan for your new hires to introduce them to the company, culture, products, and their role priorities. This plan most likely includes self-study, online training, coaching by the manager or other team members, and more. The key is to get them up to speed on the most important aspects of their job role and the company culture and values.

## **5. Get them a work buddy**

When you read this list for on-boarding, you're probably a bit overwhelmed. You may also be thinking about where will you find the time to accomplish everything. I understand, which is why I strongly suggest having a buddy, also known as a mentor, for every virtual new hire for the first 30 to 60 days. Having a buddy is a powerful way to make sure that your new remote employees don't slip through the cracks the first few weeks and feel isolated and alone.



# Out-sourcing myths

Business Process Outsourcing (BPO) has been clouded with myths and misconceptions. When people speak poorly of BPO, they gather these biased and uninformed opinions about BPOs.

## **Outsourcing makes you lose control of your business**

01

Companies, big or small, would let third-party service providers perform specific business tasks – that's how outsourcing works. For example, a company might want to outsource accountants for their payroll or receivables. When companies outsource accountants, these individuals would only work on the specific outsourced tasks – no more and no less. They are not given any significant authority for other matters not concerning the assigned tasks.

## **Outsourcing only an exercise in cutting operational costs**

02

In the previous myth, it was discussed that outsourcing could help companies control all their talents for the business' growth. However, BPOs do not only handle tasks such as payroll, customer service, and what not.

Hiring BPOs can cut costs, but the cost advantage is not the only star of outsourcing. BPOs do business by performing services and providing talents.

Companies can hire BPOs for strategic purposes.

## **Outsourcing will compromise your company's privacy and security**

03

Outsourcing articles mention privacy breach when discussing outsourcing. At a first glance, many would assume that BPOs can see through the company's true image. It may sound scary, but this is the fear why most companies think outsourcing is a privacy breach.

In business relationships, trust is the key to a successful and long-lasting relationship. BPOs operate by earning the trust of their clients, which can then be earned through honesty and integrity.



# Out-sourcing myths

## Language barriers and cultural differences hinder progress

04

Zimbabwe's literacy rate of above 90% has given its people the ability to speak seamlessly and with a fluent accent. 'The Queen's English' is what the country is known for. Outsourcing with a partner like Global BP Solutions guarantees you a team that is able to assimilate into your culture. The country is best known for its cultural affinity, which allows them to connect to any new cultures introduced. Zimbabweans speak the universal language English Fluently, which makes it easy to understand. .

## Outsourcing compromises company security

05

Seamless security protocols safeguard your company's data allowing you to work without fear of intellectual property threats. Strict IT policies and around the clock Technical support help combat any cyber-attack threats. .

# Conclusion

Africa is fast becoming a leading in-sourcing destination and many businesses are moving part of the business processes to countries in Africa. With excellent English skills and world-class broadband connections, business process outsourcing in Africa booming.

## About Global BP Solutions

We are a joint USA-Zimbabwe initiative with a vision to utilize the well-educated and highly efficient work force in Zimbabwe as a Win-Win-Win. A win for the clients in the USA who receive quality team members. A win for the People of Zimbabwe as they gain respected employment, and a win for the Christian Ministries we support globally.

We offer quality, sustainable outsourcing services in accounting, marketing, finance, creative design, 2D and 3D animation, I.T. support, office administration and more. We have a strong desire, and a commitment, to assist through our outreach programs in the local communities. Started in 2018, we currently outsource 130+ Zimbabweans to companies abroad and have goals to reach 3200+ by the year 2025.



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