

What BPOs can learn from Freelancers to prepare for a post-Coronavirus future

JULY 2020



What BPOs can learn from Freelancers to prepare for a post-Coronavirus future

a Payoneer perspective

How we live, work and interact has changed dramatically due to Covid-19. While some of these changes will be temporary, others will have lasting effects. Businesses are shifting quickly to adapt, however, trying to keep up with constant change and unpredictable economic shifts can be time-consuming and resource-heavy.

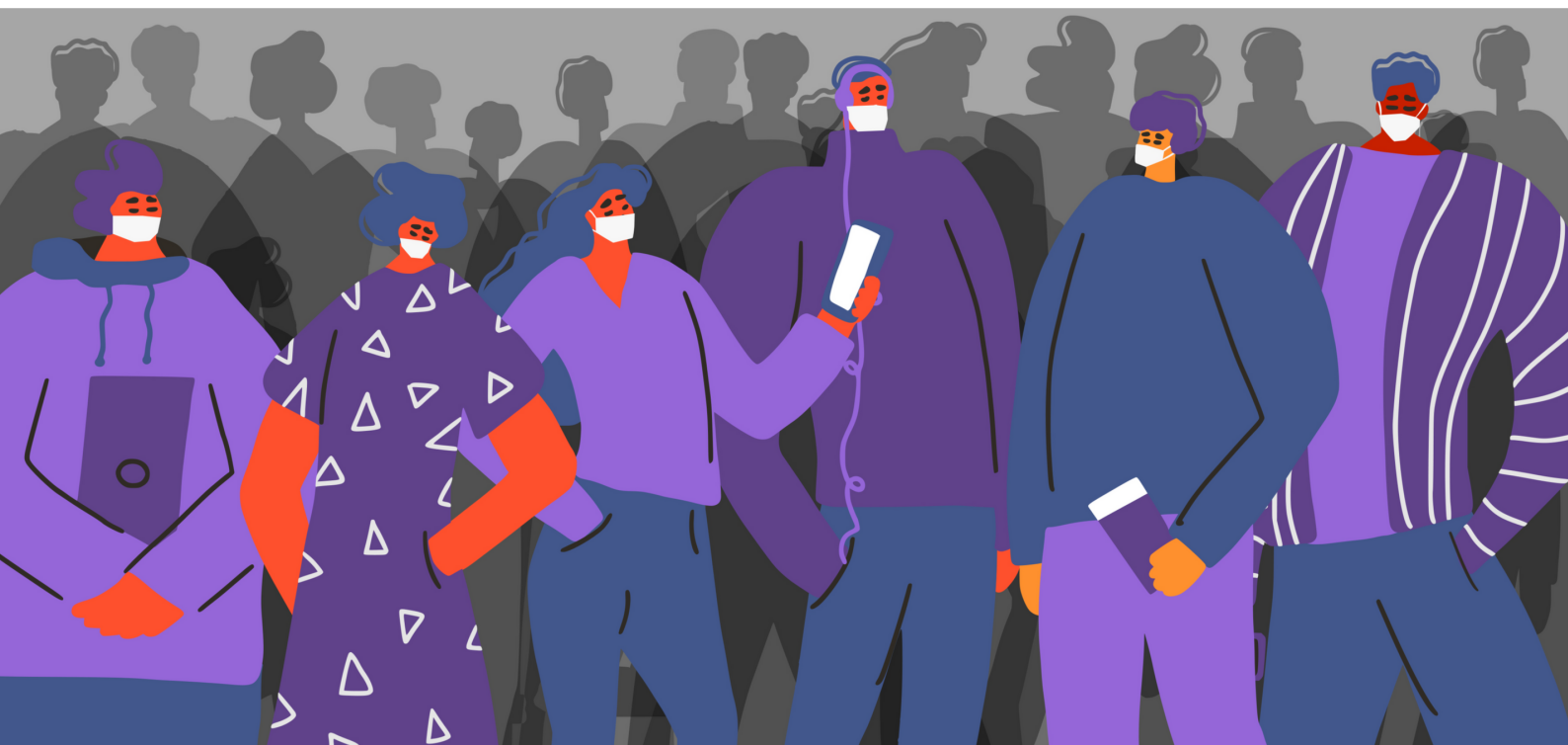
The world has been turned upside down

In the last three months, we've seen global economies slow down. With the Philippine government continuing to implement stricter restrictions, we understand that this is not a return to 'business as usual'.

While lock down regulations and office closures have forced employees to work from home, poor Internet connectivity and lack of resources have contributed to the decrease in productivity and output. However, the sudden surge in working from home has presented some opportunities for employers across the globe.

Tech-ready companies can lessen overhead expenses through flexible working arrangements, while traditional businesses can overcome outdated systems and processes.

The global pandemic exposed the weaknesses and flaws of some organizations, but it also accelerated the adoption of digital technologies across almost every industry. As more employers embrace the harsh reality of the mandated remote work set-up, BPOs have the opportunity to provide solutions to various businesses during these trying times.



Upside down is the new right side up

The future of work has arrived and it is disrupting traditional workplace mindsets and practices. In a report by KellyOCG, it was mentioned that 84% of hiring managers in the APAC region are outsourcing work to freelancers, while 79% say that a much more flexible and fluid workforce will emerge as a way to navigate an increasingly global business climate. With a strong labor force of over 45 million, the Philippines has no shortage of talent to address these growing demands.

Given that Filipinos make up roughly 18.9% of the global remote workforce, due largely to their ability to communicate well in English, it is evident that the Philippines will continue to be a key player for offshore outsourcing in Writing & Translation, Sales & Marketing, and Administrative and Customer Support roles.

With a massive 35% year on year growth in total freelancer earnings, the Philippines is the sixth fastest growing gig-economy market in the world. As the lines between freelancing and outsourcing blur in the eyes of employers, BPOs have the chance to get a bigger piece of that pie.

In this new normal, businesses can even potentially achieve better outcomes that were initially out of reach during pre-Covid times.

Moving up the value chain

The Philippines has grown to become highly-recognized in the outsourcing industry. This strong position has been maintained due to the country's low labor costs, highly skilled workforce and excellent command of the English language.

With talks of an upcoming recession making some businesses in developed countries nervous, it's no secret that the coming months will be one of the toughest they've had to face since the 2008 global financial crisis. This unique situation attracts demand for BPOs in developing countries as SMEs in other countries consider outsourcing jobs to further cut costs and focus on core business priorities.



In a [recent survey](#) conducted by Payoneer to over 1,000 freelancers globally, it was found that freelancers with clients based in North America and Europe reported higher slowdowns in demand as compared to Asia and Australia, regions that felt the impact of the outbreak earlier, which lends to the view that the fall in demand for outsourcing is short-term and will recover after Covid-19.

From the same survey, it was also reported that 73% of freelancers kept the same hourly rate, which supports the notion that while some businesses may be experiencing financial difficulties, the benefits of outsourcing outweigh the expense.

While borders remain closed and majority of the workforce continues to work from their homes, BPOs have an opening to reach businesses looking to cut costs further while still keeping leveled and highly-competitive in an uncertain financial landscape.

Conclusion

Given unprecedented times, freelancing and outsourcing could very well become the new norm for all types of businesses all over the world. With lockdown regulations still in place in most major cities, hiring managers are opening their talent pools to international BPOs and gig works to fill roles and bridge the gaps within the business.

While more foreign businesses today are seeing the value of outsourcing significant parts of their day to day operations to freelancers, contractors and outsourcing companies, those that will win new partners and clients are those that are prepared to cater to global clients.

One factor that will attract and retain new clients is the ability to easily receive cross-border payments. [Payoneer](#) offers a simple and cost-effective global payments solution to receive international payments from over 200 countries.



As more employers get comfortable with the idea of a remote workforce, BPOs could see an increase in demand from businesses seeking flexibility and scale as long as they can provide key services, from simple data processing and basic call center activities to complex core business functions such as advanced data analysis and critical thinking.

With a high level of English proficiency, BPOs in the Philippines could easily win in the post-coronavirus economy, as long as they improve their service offerings and set-up their business to cater to international clients with easy payment options, such as Payoneer.

To sign up for a Payoneer account today, click [here](#).

About Payoneer

Payoneer's mission is to empower businesses to go beyond – beyond borders, limits and expectations. In today's digital world, Payoneer's platform streamlines global commerce for millions of small businesses, marketplaces and enterprises from 200 countries and territories. Leveraging its robust technology, compliance, and banking infrastructure, Payoneer delivers a suite of services that includes cross-border payments, working capital, tax solutions, merchant services and risk management. Powering growth for entrepreneurs in emerging markets through to the world's leading digital brands like Airbnb, Amazon, Google and Upwork, Payoneer makes global commerce easy and secure.

Payoneer - one world, one platform, endless opportunity.

© 2020 Payoneer

