



White Paper on Business Process Outsourcing in Events & Information Services Industry

Introduction

As Events & Information Services industry is in a transition phase of stepping into an all new market of increased customer expectation, market players are aligning themselves to delight the customers. The industry is facing challenges of delivering better customer experience while contemplating about lower operating costs, environmental issues, technological changes and changing media consuming habits of the customers. People at the top of the pyramid will have to take the strategic decision to deal with this situation and see it as an opportunity to gain competitive advantage rather than seeing it as a challenge.

Summary

Events and Information Services industry faces a myriad of challenges but being dynamic than any other industry makes it the land of opportunities as well. Adapting to technological innovations, changing customer behavior, risk management and legal environment are few of the major challenges that this industry faces. With digital media gaining the prominence, players in the industry are confronting with providing real time information on their digital platforms which in turn effects the overall customer satisfaction. As Events & Information Services market players shifts their focus on their core competency of delivering accurate information, integrated marketing communication, legal compliances and event planning; outsourcing non core business processes gives them the advantage of ameliorating top line, improved customer satisfaction and lower operating costs while enhancing their customer base and service proposition.

Challenges in Events & Information Services Industry

The industry is facing challenges to maintain their customer base and brand reputation in light of booming digital media industry, which is influencing customer lifestyle. To confront these impediments outsourcing is the strategic, cost effective choice and solution for the Events & Information Services industry

- **Getting Target Audience at the Event**

Maintaining work life balance is becoming the utmost priority for every individual. Event organizers are facing impediments in convincing target audience to attend the event. This is the most critical thing for event industry as their core proposition is to create marketplace and if audience doesn't arrive everything is gone for a toss. Making right set of audience attend the event makes event successful. Successful event persists in the mind of the customer which makes them your brand advocates and thus improves word of mouth.



- **Managing Risks which impacts Customer Base**

Nothing can be said with utter surety. People who are part of this industry can't ignore Murphy's Law. Risk management is one of the critical skills which people of this industry are equipped With Natural Disasters, Accidental/Technological Glitches and Human Caused Activities are the threats and hazards, which the industry faces. Not just it hampers the ongoing of a particular event but it impacts the reputation which a company has built in its lifetime. If brand image gets tainted then it might take years to rebuild the reputation. There will be negative word of mouth about the company. It will become extremely difficult to convince and win back trust of the people to attend an event. This will result in depleting customer base.

- **Coping up with Technological Innovations**

Coping up with innovations in technology is one of the major challenge, if not the biggest, market players of the industry are facing. In this fast paced society it will always be the survival of the fittest. If an organization is not getting acquainted to technology it will develop disengaged and dissatisfied customers. If you are not adapting to changes, you are certain to lose your existence. The inception of Smart phones and the introduction of the tablet have massively increased the amount of users browsing the Internet via mobile devices. Mobile and tablet compatible websites, newsletters, blog links etc. are the need of the hour. Failing to do so will prompt customers to look out for other options.

- **Rising Cost due to Integrated Marketing Communication across all media**

In the earlier times there were limited choices to reach the customer. But nowadays, marketers have ocean of people to reach with different media options available at their disposal. Maintaining and providing similar information across all media is not a cake walk. With more and more users getting accustomed to online media, focus is shifting on the digital side. Customers expect quick responses and accurate information on digital platforms. Any information on public domain can evoke responses across any direction. This has forced organizations in the industry to recruit and train a team of digital media experts who can maintain the accuracy of information provided on the platforms. Due to this, operational cost has significantly improved in these organizations. Tighter budget for Organizing Events with ever rising costs makes it more and more difficult for the event managers to offer best services at reduced price. At the same time they don't want to compromise with the event experience. Better event experience consolidates customer base and can in turn guarantee better audience size for the subsequent events in pipeline.

Points to ponder in the Current Situation

- Organizations should strategically categorize their core and non-core activities and processes.
- Reengineering the core activities to bring them at par with global industry practices.
- Cost benefit analysis of keeping the non core activities in-house vs. outsourcing them to a third party vendor.
- Sourcing and evaluation of third party vendors for outsourcing non core activities.



Quick Glance at Non Core Activities & Service Offerings of a BPO

Some of the processes which might be intriguing to an Event & Information Services Industry Players are as follows:

- Outbound Tele-calling for Event Audience Generation
- Database Generation
- Database Enrichment
- Contact Point Verification
- Customer Satisfaction & Follow Up Surveys
- HR Payroll Processing



Competitive Benefits Derived From Outsourcing Non Core Activities

Key advantages of outsourcing non core activities to a third party vendor are as follows:

- **Focus on Core Competencies**

Outsourcing non-core activities to a third party vendor allows an organization to devote more time to focus on core competencies.

- **Better Service Proposition to Cost Ratio**

Outsourcing tasks, which are regular in nature, brings the operational cost down and lowers overheads. At a lower cost industry players are engaging with a partner who is having improved arsenal in handling those tasks.

- **Better Resource Allocation**

Outsourcing non core activities gives the organization an opportunity to reframe their Resource Allocation. Due to outsourcing many resources can get free and can be utilized in more fruitful way.

- **Staffing Flexibility**

Outsourcing allows you to confront with staffing requirements of processes-which are seasonal in nature more efficiently and thus allows an organization to have staffing flexibility.

Conclusion

Events & Information Services industry is waking up to a marketplace where strategic decision makers of the organization should look to outsource non critical tasks in order to focus on their core value proposition and reduce operational cost at the same time. Decision to outsource non core activities will act as a catalyst in the growth and development of the Events & information Services Industry.

About Allsec

Allsec is a global company with vast expertise in providing Business Process Solutions across various industry verticals.

Founded in 1998, Allsec Technologies Limited began as an integrated contact centre for businesses intending to outsource their support processes. Gaining over 15 years of domain experience, the company has rapidly expanded with acquisitions across the globe and has extended its expertise to a wide gamut of processes that augment and support businesses.

Our solutions are testimony to the fact that we are a highly customer-centric, flexible and transparent service provider. By taking process responsibility, improving cost efficiencies, and adding value to client businesses through continuous process improvements and quality assurances, Allsec distinguishes and enhances business experience for its clients.

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