Outsourcing in technical support

**How it affects users (employees) and the organisation**

Outsourcing is when a company needs aid from another organisation to do some work for them. In the case of technical support this would be factors such as call centres or staff that maintain the company’s website, and by having an outsource this means that whilst the outsourcers are dealing with call centres or so by answering phone calls and running that sector of the company, the main organisation paying the outsourcers are able to focus on all the other areas of their business.

Advantages

Firstly, by outsourcing to Cables, OBAMAMANIA is able to save money as outsourcing to other countries such as China which has cheaper pay means that they would not have to pay full amounts that is paid here over in the United Kingdom, for example the pay in China could be much less than here in the UK, meaning that only a small amount of money would be going to those carrying out the jobs. By doing so this means that the organisation can save more money than they would have if they were to have jobs such as call centre jobs be done by their own employees within their organisation, which would mean having to train staff to do the job and pay each and every employee which would waste time and money. Therefore with the money saved, the organisation is able to use it elsewhere in their business.

Secondly, it can also be an advantage as it means that they can save a lot of time that would have been used doing the jobs that the outsourcers are carrying out (for example jobs that are time consuming such as writing up reports), whereas now that the organisation is benefitting from outsourcers, it means that they can use and spend on more important parts of the organisation such as in their marketing or research departments.

Another advantage would be that as the organisation would be outsourcing to other global countries like China where the pay is less, they are benefitting from it as for example if the outsourcers were being paid to do the job of marketing and advertising, the organisation would bay them their little amount of money, and the income that the organisation would earn from it would be as expected – good profit from the advertising. This means overall they have attracted more customers, paid the outsourcers little money, and in total has good income without waiting money.

By outsourcing to Cables, which would most likely have their own technicians, hardware and software means that the organisation would be saving money, for example it means that if they were to be providing their own technical support, they would have to have their own team or technicians (which they would have to spend money on to train them), and their own paid for hardware or software, affecting the organisation with financial problems.

Lastly, outsourcing can be an advantage as it means that although the company are able to focus on other parts of the company due to the fact that they have time on their hands as they use outsources, outsourcing can be easily manageable. The company wouldn’t have to worry about any problems that they would have if they had their own team doing it, for example if the company used a team for testing and fixing hardware, and an employee were to get hurt, they would have to dead with a load of policies such as health and safety policies and would need to pay for any damages, whereas if the outsourcers are to deal with fixing hardware they company doesn’t need to worry about problems that could occur.

Disadvantages

Outsourcing to Cables can also have negative impacts on clients, for example if the company were to have outsourcers for their call centres from another country, this causes a language barrier. If a customer were to call in requesting for help on an issue they are having and someone from another country were to pick up and give them feedback, they may have some trouble with understanding accents, or the person giving feedback may even offer unhelpful advice, meaning that this would impact the business as clients may get frustrated and could file complaints, and would result in the company losing customers.

Another disadvantage of outsourcing could be that if the outsourcer isn’t able to continue to provide its services for the company for example if the outsourcer’s company has collapsed, this would mean that OBAMAMANIA will lose a lot of money due to the fact that they would have invested money into the outsourcers, and not that they have parted ways they would need to either hire their own team to do the jobs that they had left the outsourcers to do or by arranging to have new outsourcers, which would cost time and money, meaning that customers could be lost and also profit could be lost.

With outsourcing, if a customer requests for a technicians’ help with one of their issues, the outsourcer could send someone that doesn’t even know how to fix the problem as they aren’t directly from the company. For example, if Cables were to send in a technician to help a client and they don’t know how to fix the problem because they haven’t been trained in a specific area such as setting up new software from OBAMAMANIA, they wouldn’t be useful to the client. Whereas if the technician were an employee directly from OBAMAMANIA, they would be more efficient to the customers’ problem unlike the person that the outsourcer has sent to try and fix their problem.

Another disadvantage could be that if there were to be a technical issue within OBAMAMANIA’s organisation to do with (for example) broken computers, as OBAMAMANIA has outsourced to the Cables Company, it would be Cable’s responsibility to provide new computers as a replacement. If they were to delay the replacements, making OBAMAMANIA wait for more than a certain amount of days, this would be a disadvantage as it means that OBAMAMANIA would be needing these computers for tasks such as communicating customers, carrying out jobs in the organisation and even writing up reports. Therefore it may be best if the company were to do their own in-house technical support rather than outsourcing.

Lastly, if the outsourcer were to hire an employee to carry out a job and they weren’t specialised in that area, this would look bad for the business that is relying on the outsourcer. For example if an outsourcer employee were working in the call centre, answering calls incorrectly providing unhelpful feedback, then the customer will get frustrated and would not want to continue to buy products from that organisation due to the fact that they are providing false feedback. This would impact the organisation due to the fact that they would lose customers and may even get some complaints about their bad service.