

Outsourcing in the Philippines: A Perspective

*“Don’t tell a man how to do a thing.
Tell him what you want done,
and he’ll surprise you by his ingenuity.”*
(General George Patton)

Ask foreign tourists what comes to mind when they think of the Philippines, and most of them will probably envision images of beautiful tourist destinations, sprawling white sand beaches, and warm, cheerful people. And only rightly so.

Tourist attractions, however, are not the only things the Philippines have to offer. The country now stands among the best of the best in the offshore outsourcing industry. The success the Philippines is currently experiencing in this field may be attributed to two main reasons: the current technological and industrial *Zeitgeist*, and its people.

I. The *Zeitgeist*

The past few years have seen marked growth in the Business Process Outsourcing Industry in the Philippines, and it’s still growing today. In Metro Manila alone, the growth and deregulation of telecommunications, coupled with the availability of high-quality office spaces at deeply discounted rates has turned the country’s capital region into the hub of industry and technology. The prevailing business systems and the work environment in the capital now closely resemble those of the United States.

Many companies will attest to the fact that it is both easier and cost-efficient to outsource work to the Philippines. To date, there are an estimated 100,000 plus people working in BPO and Call Center organizations, attending to customers’ needs on a 24/7 basis.

But it doesn’t stop there. Also present is a large and organized group of InfoTech companies under PSIA. Company membership has grown to above 100 corporations in

the last three years as part of a concentrated effort to collaborate and work as one. Jointly, PSIA members have about 15,000 technical personnel working in serving the local and international InfoTech requirements.

The presence of a large number of foreigners from all over the world, coupled with a friendly, highly talented and dedicated Filipino workforce, makes Metro Manila the place to turn to for your outsourcing needs. It comes as no surprise, then, that most expatriates find the Philippines amongst the easiest foreign locations to call home.

II. The People

The greatest asset that the country has is its people. Many foreign tourists have reported time and time again that Filipinos are some of the easiest people to get along with. In fact, the trademark of the Filipino is his or her cheerful, indomitably optimistic (and highly infectious) attitude.

And if that weren't already an asset, foreign businessmen have also discovered that Filipinos are not only friendly—they're extremely competent as well. The capital region alone hosts some of the best junior and intermediate level staff for BPO companies, all of whom possess a broad educational background. These people are known for their excellent communication skills, their trustworthiness and flexibility, and their uncanny ability to mimic the American accent, much to the delight of the Americans who interact with them.

The formidable combination of likeability and proper skills training make the Filipino a truly invaluable asset to any company. Place a Filipino anywhere, and you can be sure that he or she will not only adjust, but prosper as well.

As you can see, the Philippines has both the proper environment and the right people for all your outsourcing needs. So, the next time you're in the country, be sure to stop by Metro Manila and experience for yourself the best that the region has to offer.

Filipinos: Meeting People. Meeting Needs.