



6 Strategies to Future-Proof Your BPO Business

To compete in the fully digital business landscape of the future, BPOs are racing to upgrade their technology, fine-tune their processes and use their creativity to deliver world-class services to their customers.

The most successful companies will securely process and share their information in the cloud, so it's not surprise that 62 percent of BPOs have seen paper and electronic document volume increase over the past two years, and 66 percent expect that number to go up in the next two years, according to the Association for Information and Image Management (AIIM).



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To move confidently into a profitable future, BPOs need to access every potential advantage they can find. Here, we present six strategies to future-proof your BPO business.

1

Be open to new ways to improve operations

When it comes to operational improvement, you always need to be questioning, tweaking and testing new approaches. But even with an experimental mindset, it can still be easy to overlook big gaps in your technology simply because it's what you're used to.

BPOs must ensure that their information capture solution checks these boxes:

- ☒ Supports electronic documents
- ☒ Captures key information
- ☒ Information is timely
- ☒ Information is accurate
- ☒ Data is organized and actionable
- ☒ The solution integrates with other business systems
- ☒ It's accessible to key decision-makers

If your technology and processes aren't checking all the boxes, it's time to make a change for the better.

2

Bring intelligence into your capture process

Traditional image capture and document processing solutions can extract and store data, but today's BPOs need more than that to stay competitive over the long run. Intelligent capture solutions act on the information at scan time to process data, apply relational rules and make decisions to help your business get the most out of its data.

With a truly intelligent capture solution, your BPO business can benefit from:



Higher quality data capture
from images



Faster document
processing



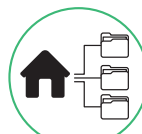
Reduced document
preparation requirements



Simplified operation



Higher-value sales



Differentiated offerings



Better competitive
positioning

3

Innovate to be more competitive



Core Quality

First, choose your core services and do them better than anyone else. Quality is critical. It serves as the foundation your business can expand upon as it builds client trust and expands into new markets and services.



Innovate

Next, it's time to innovate. Push your employees to find new ways to deliver better service. Almost always, intelligent scanning and information capture technology can expedite the innovation process.



Specialize

Third, specialize. BPOs can't be all things to all people. Consider honing in on target industries or building a reputation for specific services to differentiate your BPO.

4

Use equipment rental for short-term projects

Equipment rental programs can help BPOs effectively manage ongoing production challenges, backfile conversions, short-term projects, spikes in volume or systems conversions - all without an upfront capital investment or any disruption to existing operations.

When do equipment rentals make sense?

- Short-term, quick turnaround scanning
- Long-term, high-volume projects
- On-site, at a customer's location
- Seasonal influx of paper-based documents

5

Think leasing to leverage cash flow

There is constant pressure for today's BPOs to do more with less as they continually look for ways to improve efficiencies while enhancing service. Equipment leasing programs like **ibml Leasing** present an opportunity for BPOs to optimize their productivity while preserving cash flow over the long term.

BPO Business Challenge

Need cash for growth activities

Undergoing digital transformation

Uncertain of new technology ROI

Convert back-files without having to purchase excess capacity

ibml Leasing Solution

- ✓ Free up cash flows
- ✓ Achieve greater operational flexibility
- ✓ Reap maximum value while enjoying tax benefits
- ✓ Upgrade to the latest to maximize productivity

6

Speed up your time to cash

The most successful BPOs of the future will apply these strategies to achieve greater revenues, controlled costs and higher margins with their loyal customers.



Accelerate your processes

Intelligent information capture for a digitally agile operation



Replace your antiquated scanners

Intelligent scanning for efficient, superior customer service



Eliminate capital constraints

With equipment leasing, you can free up cash while maximizing capacity



Leverage agility for liquidity

With a commitment to quality, specialization and innovation, your BPO can tighten its cash conversion cycle



ibml is the world leader in high-volume intelligent capture automation. Using industry-leading intelligence and accelerated speed, ibml helps organizations extract actionable data, capture insights, and expedite critical decision-making. The world's largest enterprises in Banking, Financial Services, Insurance, Healthcare, Government and Business Process Outsourcers rely on ibml to help overcome their core information management challenges. With a comprehensive suite of hardware, software, and services, ibml products can be found in over 80% of the world's top mailrooms.