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Offshoring vs. outsourcing:

what's the difference? It matters more than you think.

Offshoring vs. outsourcing: what's the difference? It matters more than you think.

Every business wants to find ways to make their work easier, save money, and get better at what they do, so they can stay ahead of the competition. When faced with the need to grow rapidly without unreasonable cost implications, two popular strategies are offshoring and outsourcing. But how are they different, and how should you choose? Let us help you determine which tool is right for your business.

Offshoring refers to moving some parts of your own business operation to another country, often one where labor is cheaper, regulation is less onerous, or people have special skills. This can help companies find more talented people to hire, reach a larger audience of potential customers around the world, allow for more complete personalized training, and save money in the process. Offshoring can also be useful because it allows work to happen around the clock, thanks to the multiple time zones involved.

Outsourcing, by contrast, is when a business delegates a specific task or operation to an outside company or contractors, and simply pays them for doing it on their behalf. This lets the hiring business focus on what it does best, retain operational flexibility, and tap into specialized skills without having to hire new employees. Outsourcing can also provide additional cost savings by eliminating costly overhead expenses like maintaining a large offshore office. Which is better? It depends on your business situation, resources, and needs.

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ArenaCX is the global marketplace platform where companies build, sustain, and scale their CX operations.

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