

# ***Chapter 8: Types of Business Process Outsourcing***



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# Coverage

- ***Types of Outsourcing***
- ***Voice or Front-office Outsourcing***
- ***Non-voice or Back-office Outsourcing***
- ***Self Assessment***

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# Types of Outsourcing



## 1. Voice or Front-office outsourcing:

- Customer related services like marketing, technical support etc.

## 2. Non-voice or Back-office outsourcing :

- Internal business functions such as payroll, data analysis etc.

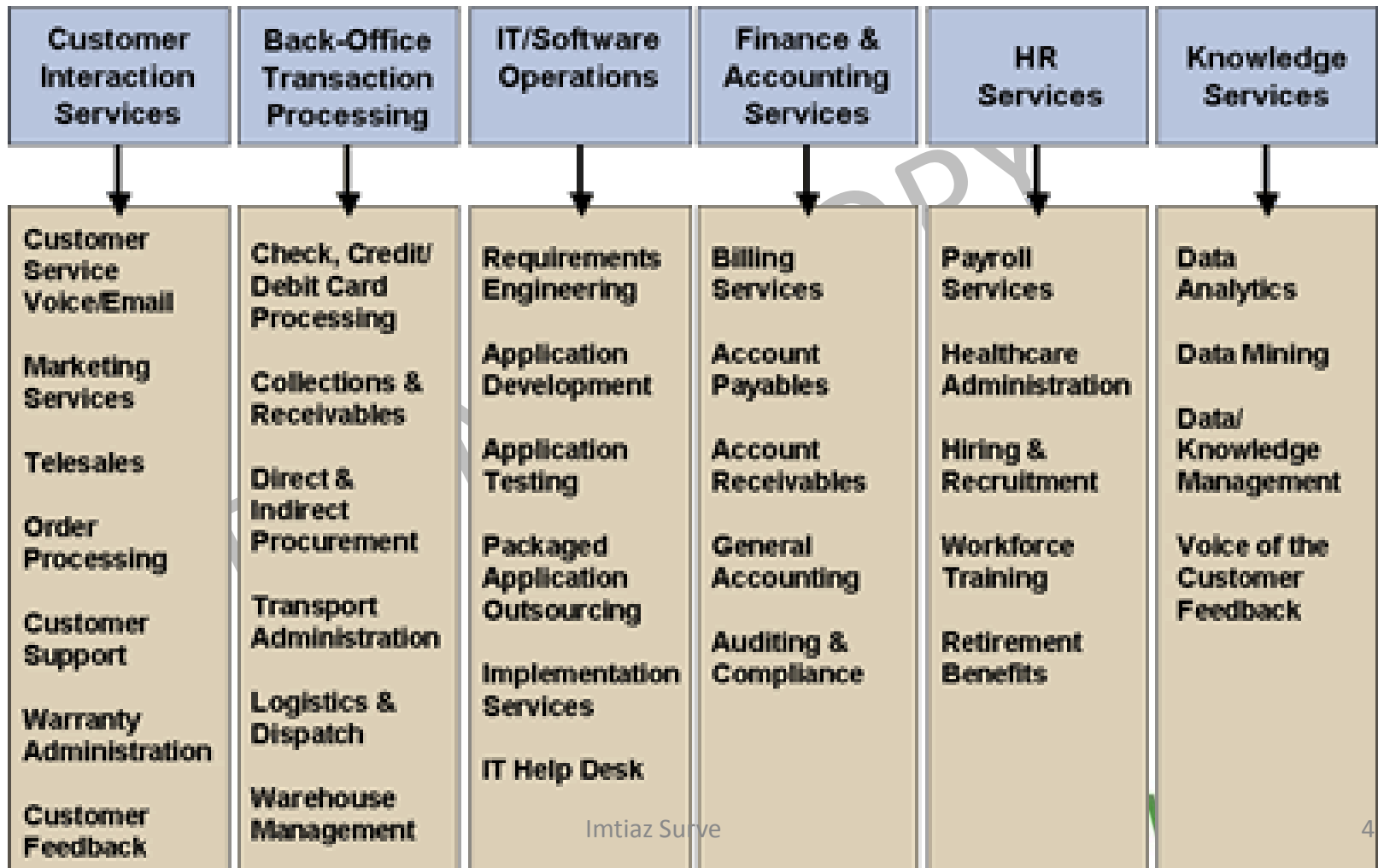




# Types of Outsourcing



## Elements of Business Process Outsourcing





# Voice or Front-office Outsourcing



Outbound call services include -

## 1. Sales:

- Sales functions, sales outsourcing, telemarketing services, prospecting, product launches etc



## 2. Credit Management:

- Backend checks, credit authorization, credit verification, collection etc.



# Voice or Front-office Outsourcing



## 3. Verification Services:

- Backend verifications, third party verifications, insurance verification, employment verification etc.

## 4. Market Research:

- Questionnaires, research surveys, opinion surveys, customer satisfaction surveys etc.





# Non-voice or Back-office Outsourcing



## 1. Data entry:

- Converting hard copy format into soft copy
- Online, offline, image, book, medical claims, patient records, shipping document data entry etc.



## 2. Data processing:

- Processing data for formatting, structuring, modifying, updating and indexing as required
- Claims, rebate, forms, e-catalogue, insurance, cheques, transaction data processing etc.







# Non-voice or Back-office Outsourcing



## 3. Data conversion:

- Translation of data from one format to another
- Text, PDF, Image, Excel, XML conversion etc.

## 4. Data capturing:

- Transfer of content and data to an electronic file or computer
- Methods include batch keying, tally charts analysis, optical character readers etc.
- Data capture from memo, airway bills, reports etc.







# Non-voice or Back-office Outsourcing



## 5. Data cleaning:

- Detecting and removing errors and inconsistencies in data to improve its quality
- Standardizing, validation and correction of data to maximize integrity and value.
- Identification and removal of duplicates etc.



## 6. OCR/Scanning:

- Translate typed image to machine editable text
- Cursive, typewritten, digital documents OCR etc.



# Non-voice or Back-office Outsourcing



## 7. Document management:

- Track and store electronic documents and/or images of paper documents
- Intelligent management of content repositories, quick document retrieval, text indexing etc.

## 8. Archiving and Indexing:

- Documenting data into a library format
- Data backup and duplication, personal inventory on CD, paper to digital document conversion etc.

Indexing &  
Archiving



# Non-voice or Back-office Outsourcing



## 9. E-books publishing:



- Written docs, books, articles to e-book format
- Hard copy to HTML, Adobe PDF, Frame Maker, Quark Express, MS Word/Excel/Access, etc.

## 10. Data Mining:

- Collection of data from repository and analysis
- Gathering data from websites and entering into excel spreadsheets, searching the web, creating list of target websites and collecting information etc.



# Non-voice or Back-office Outsourcing



## 11. Form processing:

- Extracting information from structured/customised forms and updating on range of outputs
- Patient records, shipping documents processing etc.

## 12. Accounting and Financial services:

- Use vendor expertise for tax law compliance
- Handling of sensitive data by qualified experts
- Audits and project, book closure, accounts reconciliation, cash flow analysis, taxation etc.



# Non-voice or Back-office Outsourcing



## 13. Medical transcription:

- Capturing patient data for subsequent use and records
- Done by doctor and medical transcriptionist
- Transcriptionist is bound to transcribe verbatim and make no changes
- Accuracy is critical
- HIPAA compliant medical transcription, electronic medical record customization and maintenance, record conversion and record migration.





# Non-voice or Back-office Outsourcing



## 14. Medical coding and medical billing:

- Coding is application of specific codes to any disease or injury sustained by a human
- Billing is process of submitting medical claims to insurance companies for purpose of obtaining payment for the provider
- Proficiency is required in both coding and billing
- Complex and competitive
- Patient record contains highly personal information, nature of illness, medication, diagnosis & treatment







# Non-voice or Back-office Outsourcing



## 15. Legal process outsourcing:



- Evolved from low end services to specialization
- Contract review – review, amendments, tracking
- Drafting – various types of contracts
- E-discovery – use leading soft wares like IPRO etc.
- Legal research – primary, secondary, federal and state, multijurisdictional research etc.
- Document review – for transaction and litigation
- Legal opinion and brief – for trial and appellate case
- IP services – patent research and analysis etc.



# Self Assessment



1. What are the elements of business process Outsourcing?
2. Distinguish between front-office and back-office of outsourcing.
3. Detail any two data related outsourcing processes along with its benefits.
4. Explain the use of outsourcing in medical field. What are the advantages of the same?
5. What are the risks involved in legal process outsourcing?
6. Case Study

# ***Types of Business Process Outsourcing***

