

# Ventura Insight: Making sense with a back to front office

**If your car needs servicing, most likely you'll take it to a garage and get a mechanic to look over it. There are some people that have the ability to do these things themselves but for the rest of us mere mortals to ensure the job is done well we need to turn to a specialist.**

The same could be said for all those back office and administration processes your organisation has. If they're not your core business then perhaps rather than tinkering yourself there would be benefits to utilising a specialist.

## An example to prove a point

Let's use an example - take Organisation X, their core business is travel, it's what they're good at and known for in the marketplace. However, to get people on planes and off to sunnier climes their operation produces a lot of admin tasks. These tasks have to be done, but add little or no value to the company.

Invariably back office tasks don't get the focus that they require. Think about your daily role, do you look forward to doing your admin tasks; doing the filing, or filling in your expenses claim – it's unlikely. Most of us save these tasks up until they absolutely have to be done, and then grit your teeth and pile through them on a Friday afternoon.

Organisation X can't just save things up until they can be bothered. They have an army of people constantly fire fighting through one admin task after another. They get by, but it's less than ideal, and certainly less than efficient – sound familiar?

Organisation X is obviously a fictional company (the name perhaps gave it away), but the issues are all too real. A back office process by its title is a process that is not at the front of the business. By moving these tasks to an outsourcer for whom back office admin processes are their bread and butter, suddenly they become front office, and get the attention it truly deserve.

Flip it on its head; the outsourcer is unlikely to operate its own aircraft to fly its employees around (if they do you're paying far too much). It wouldn't be cost effective for them to have an aircraft, it's not core to their business and not what they are good at. Instead they 'outsource' travel to an expert like Organisation X to fly them around; they do it safely, efficiently and for a reasonable price.

## Turning back into front

You may be thinking that this all sounds great, but no one likes doing admin tasks, so surely an outsourcer is the same. They will battle through it and get it done, but won't like it, and perhaps like a mechanic, getting a specialist to do it will be expensive.

The reality is that as these admin tasks become a focus for the outsourcer (become front office) they receive the attention that they deserve. So tasks that perhaps are a chore and absorb time become well defined workflows. What was manual repetition becomes a streamlined and automated process. What were costly and inefficient now delivers bottom line savings and a more reliable service.



## Making sense with a back to front office (continued)

Utilising an outsourcer may also allow you to take advantage of the world labour markets by off-shoring all or part of the process, something that may be out of reach internally. While some organisations may not want customer voice contact handled offshore, few turn their noses up at the skill available and the savings that can be realised by moving back office processes. Imagine that a double win, efficiency and savings together with skilled labour and more savings.

Outsourcing isn't the only option. You could do it yourself. A number of large financial organisations have taken this route, setting up their own back office centres, generally offshore. This said recent news has seen a number of these organisations sell their captives to outsourcers to release funds and focus on their core business leaving these back office tasks to experts.

For many to give back office the focus it deserves, the costs are too great. Think of the investment in hardware, software and the maintenance for both. Think of how quickly technology changes and needs updating. What about the busy times when you need more resource, or the quiet times when resource is sat idle? Outsourcing allows you to improve your processing as well as ridding your organisation of all the operational problems associated.

### Sticking to the knitting

Many organisations are moving towards operating a virtual business. A CEO of a mail order organisation recently said "if we were to set up now, we'd do things very differently." He went on to say that if they set up now he would set up as a marketing business focusing on selling the products. Everything else could be outsourced to trusted partners, such as distribution, back office processing, IT support and HR services.

This ultimately gave him the same business he has today, but with specialists in each area and without tying up the capital that was currently in the business.



With a challenging economic climate, cost savings, efficiency and delivering to your customers are all vital to success. Ensuring your back office is running smoothly is critical, and an obvious way to make sure this happens is to move it into the front office spotlight.

The organisations that succeed will be those that focus, yet are good at everything, all at the same time. To achieve this seemingly impossible feat they'll use partners who are experts to deliver in the areas where they are not.

In summary, moving the back office to the front office gives it the focus it requires, and using an external expert to deliver this makes sense. Do what you're good at and leave the rest to experts. Better to be a master of one trade than a jack of all.

**Are you giving the focus your back office requires?  
If not speak to Ventura to see if bringing these  
tasks into the front office could improve your  
organisations efficiency.**

**Tel 0113 2073820  
Email [marketing@ventura-uk.com](mailto:marketing@ventura-uk.com)  
Website [ventura.co.uk](http://ventura.co.uk)**

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