

ΜΕ ΑΠΟΨΗ

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The evolution of outsourcing services and how they are affected by macroeconomic forecasts for 2023



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According to ELSTAT and the given macroeconomic conditions, from the beginning of 2022, the 45% more expensive prices of FMCG products - the emphasis on food and other necessities - comes back imperatively the need from companies producing and distributing corresponding products to consider the use of outsourcing services an appropriate human resource intensity.

At the same time, the expected new wave of revaluations, at the beginning of 2023, leaves no room for companies not to take outsourcing seriously, with the aim of intercepting the adverse factors that threaten their sustainability and manage to return to a course of development and presence in the immediate future of the expected normalization of the market whenever it comes.

Outsourcing can create alternative operating models without skyrocketing costs, giving the advantage of synergy with specialized companies that possess staff with the expertise and readiness to promote and manage the sales and promotional services that increase sales, generate revenue in the channels of retail with continuity, consistency and focus on brands, but also on seasonal demand parameters acting on behalf of businesses, thereby providing value, visibility and favorable access to the shelf.

In addition, the technological solutions, which in the outsourcing services frame the best coordination of the teams, help to effectively manage the range of activities by ensuring transparency, the communication of timely reports (reporting) to the companies, so that the latter have a direct picture of their efficiency in the retail market and redesign their core and peripheral operations to achieve the best possible result in sales and revenue generation.

Over the years, outsourcing has evolved into a critical alternative category in the field of strategic services, which empowers businesses, reduces several costly and inflexible internal processes of coordinating and training human resources, while the use of appropriate apps and technology, in general, solves communication issues of the teams involved in the projects and contributes critically with reliable data for the rapid planning of tactical actions, which further improve performance.

Another positive element, beyond the main outsourcing activities, is the additional expansion of outsourcing services with supporting actions in the promotion, thus enriching the possibility of approaching and penetrating the consumer groups, especially at the points where the transactions take place.

Outsourcing in modern business, especially in the FMCG vertical market, with "weapons" of specialized professional potential and automated high-tech mechanisms - mainly for automatic data recording and quantification in detail, but also aggregated information of business performance - combined with the possibilities for additional targeted services, constitute the necessary development component that businesses must adopt in a rational manner, timely planning and a dynamic plan of action.



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