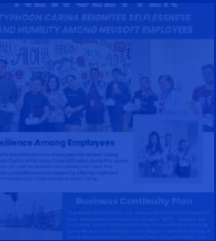




Outsourcing Impact Review 2024

Empowering Change: Responsible Outsourcing and Transformational Impact





Contents

Cover	01
<hr/>	
Empowering Change	05
<hr/>	
The Evolution of Outsourcing	05
Role of Social Responsibility in BPOs	06
OIR 2024: Celebrating Impact and Innovation	07
Methodology	08
<hr/>	
Nomination Procedure	08
Submission and Evaluation	09
Assessment Criteria	10
Judging Panel	10
Data Analysis and Reporting	11
Ethical Issues	11
Impact Categories	12
<hr/>	
Community Building	13
Health and Wellness	14
Education	15
Diversity, Equity, and Inclusion	16
Key Findings	17
<hr/>	
Overview of Participants	17
Company Size Distribution	17



Contents

Aggregate Impact Metrics	18
Impact Category Distribution	20
Alignment with UN Sustainable Development Goals	20
Innovative Approaches	23
Long-Term Commitment	23
Impact Hypothesis	24
<hr/>	
Hypothesis Statement	24
Dimensions of Impact	24
Economic Empowerment and Inclusive Growth	24
Education and Skill Development	25
Diversity, Equity, and Inclusion (DEI)	26
Community Development and Social Impact	26
Environmental Sustainability	27
Conclusion	28
Finalist Spotlights: Impact Stories	29
<hr/>	
Trends and Innovations in BPO Social Impact	72
<hr/>	
Emerging Practices	72
Technology Integration in CSR	74
Cross-Sector Collaborations	75



Contents

Public Perception of Outsourcing's Societal Impact	77
Survey Results and Analysis	77
More Complex Perception of Outsourcing	80
Recommendations	81
Best Practices from Finalists	81
Areas for Improvement	82
Strategies for Scaling Impact	83
Looking Ahead: The Future of Socially Responsible Outsourcing	84
Conclusion and Call to Action	86
Judges Profiles	88
Peta Bilton	88
Rosario Cajucom-Bradbury	89
Toni Tiemsin	90
Aaron Wright	91

Empowering Change

The Evolution of Outsourcing

Much has changed since the dawn of the outsourcing industry. What was a cost-cutting measure then is very rightly a whole-scale business model that nurtures global innovation and collaboration.

Thus, we find ourselves at a paradigm shift wherein outsourcing is no longer an arbitrage of labor but has gradually ascended to attain dedicated access to needed skills, innovation, and value creation for businesses across borders.

Necessarily, the outsourcing landscape of 2024 would be constructed with the most advanced and leading technologies, including artificial intelligence, robotic process automation, and cloud computing. These technologies improve operational efficiency but open new channels for value creation. Those erstwhile back-office services are now high-value R&D, data analytics, and digital transformation initiatives.

It reflects an industry that is adaptable to change and has an essential role in the future of work and business.





Role of Social Responsibility in BPOs

The outsourcing industry should now be mature and significantly recognized enough to trigger positive social change. Business Process Outsourcing (BPO) organizations, in a proactive manner, are acting more aggressively in their role as catalysts of community development and sustainability.

Some of the reasons for this change include improved customer awareness, higher expectations among the workers, and a true will to change.

Due to their vast coverage and size of workforce, BPOs uniquely affect communities. Today, organizations have shifted from merely being compliant to actually doing something about the social and environmental issues at hand.

From education and skill investment to green initiatives and even diversity and inclusion, BPOs are changing the way world business perceives social responsibility. They decisively prove that profit and purpose are compatible, an effect that does not stop at the boundary of immediate operations.



OIR 2024: Celebrating Impact and Innovation

It's a pleasure and an honor to celebrate, in this edition of the Outsourcing Impact Review (OIR) 2024, how responsible outsourcing is indeed transformative. This year again, we focus attention on the 12 outstanding finalists that truly represent the best the industry has to offer. Initiatives that impact here prove that BPOs are not only service providers but also change enablers, innovators in social impact, and champions of sustainability.

This report shares inspirational BPO stories changing the world — from empowering the underserved through programs to initiatives that will help some of the world's most daunting education and health-based problems. OIR 2024 celebrates many ways that the outsourcing industry is making things better. Stories here will help to disabuse some of the myths surrounding the industry and challengers to come and change the game.

This year's edition will again be based on and refer to the [17 United Nations Sustainable Development Goals \(SDGs\)](#).

We welcome such efforts but look forward to the future. In a world where outsourcing has reached its peak, the outsourcing industry's demand will play a more important role in solving certain global issues prevailing today. Innovation, effective collaboration, and commitment to social responsibility will help BPOs bring about long-lasting positive change at the global level.

Join us in viewing the shifting outsourcing landscape, picking up causes for social impact, and striding toward a world where business success advances hand-in-hand with societal progress.

Methodology

The methodology that the OIR 2024 employs is comprehensive yet robust in evaluating and depicting the positive impact that outsourcers bring to all aspects of society and the economy. This section details some of the most important features of our approach.



Nomination Procedure

The OIR 2024 accepts nominations across four primary categories:



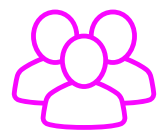
**Community
Building**



**Health and
Wellness**



Education



**Diversity, Equity,
and Inclusion**

There are open nominations for outsourcing companies of all sizes, categorized as follows:

SMALL

5,000

seats and below

MEDIUM

5,001 - 30k

seats

LARGE

30,001

seats and above

Submission and Evaluation

01

Online Submission

The applicant will submit through an online submission portal on the Outsource Accelerator website, where more information about programs and all supporting application materials are available.

02

Notice

This is an acknowledgment to all applicants that the application has been received and that the timeline for the following steps has been communicated.

03

Screening

Our screening review guarantees that all submissions will be evaluated against the most basic eligibility criteria and fit within one of the four categories.

04

Finalist Selection

Preliminary review shall choose the finalists from each category.

05

In-Depth Assessment

Our panel of judges provides each qualified finalist with a detailed assessment based on the set criteria for every submission.

06

Winner Determination

The scoring and feedback acquired from the judges will establish winners in each category and, ultimately, the Outsourcing Impact Champion.

Assessment Criteria

The judging panel will review each entry for the following main criteria:

40%

Impact Measurement

Quantifiable outcomes and tangible changes created by the initiative, as outlined in the submission documents.

30%

Sustainability

An examination of long-term viability, considering financial, environmental, and organizational sustainability, supported by documentation.

30%

Innovation and Scalability

The uniqueness of the initiative and its potential for larger-scale impact, demonstrated through case studies or supporting data.

Judging Panel

Our judges pool is diverse, comprising industry experts, academics, and thought leaders in outsourcing, corporate social responsibility, and sustainability. Each of our judges is bound by a non-disclosure agreement — an intensively driven ethical process aimed at ensuring independence.

Data Analysis and Reporting

All submitted data from finalists and non-finalists will be analyzed, aggregated where appropriate, and anonymized where appropriate to gain insights into industry trends and general best practices. This will feature in the final OIR 2024 report.

Ethical Issues

Therefore, OIR 2024 will ensure that evaluation proceedings are characterized by the highest ethics and integrity aspects that include:

- Information submitted will be treated as confidential
- Judges must declare any potential conflict of interest
- Transparent communication about evaluation criteria and processes

The OIR 2024, under sound methodology, aims to present an exhaustive, fair, and fact-based review of contributions by outsourcing to sustainability.





Impact Categories

Launched to recognize excellence in critical areas that mirror the shifting priorities of the BPO industry and its commitment to sustainable and inclusive growth, the OIR 2024 tracks areas relevant to this aim. Categories for OIR 2024 are aligned with several United Nations Sustainable Development Goals (SDGs) and reflect an industry that has the potential to create change on a global scale.



Community Building

The promise of Community Building initiatives implies a commitment to the concept of transforming and developing the societies in which they will work:

- ✔ Livable sustainable urban and rural communities
- ✔ Supporting marginalized groups and reducing inequalities
- ✔ Strengthen social cohesion and community

It is also aligned with SDG 11 (Sustainable Cities and Communities) and SDG 10 (Reduced Inequalities), respectively. these initiatives demonstrate how BPOs can be catalysts for positive social change beyond their core business operations.



Health and Wellness

Included in the category of Health and Wellness are BPOs that pay attention to the health and wellness of employees as well as communities. Focus areas are therefore:

- ✔ Improve healthcare service availability
- ✔ Raise mental health awareness and support
- ✔ Promote healthy well-being and preventive care

All these fall under the wider umbrella of SDG 3 (Good Health and Well-being), which commends businesses for contributing to a healthier, more resilient workforce and community.



Education

The highest entries in the Education category reflect that BPO has made intense investments in human capital. This list includes:

- ✔ Quality education and vocational training should be available to all
- ✔ Bridging education to fit the world of employment
- ✔ Develop lifetime learning skills

These programs are in consonance with the requirements of SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth), since they underpin the definition that this is a role of industry in talent development, initiating economic development through education.



Diversity, Equity, and Inclusion

This category covers the efforts that different BPOs make towards making a more inclusive workplace and society. The key elements involved have been:

- ✔ Gender equality and women's empowerment
- ✔ Opportunities ought to be equal for all from whichever background
- ✔ Inclusiveness in corporate cultures and practices

These initiatives are perfectly in sync with SDG 5 (Gender Equality) and SDG 10 (Reduced Inequalities), as they symbolize the industry's commitment to achieving a fair and diverse workforce globally.

The entry distribution in these categories, therefore, manifests that the BPO industry's priorities are shifting. The growing realization of the role that the BPO industry can play in responding to global challenges has led to a focus on education initiatives and equal emphasis on community building and DEI, thereby placing itself at the forefront as a contributor to sustainable development and social advancement.

Key Findings

From its data analysis, OIR 2024 unfolds the way BPO enters into social responsibility through its impact initiatives. The industry's commitment in terms of social impact is underlined within the submissions of 19 respondents and 12 finalists within the survey, which bears striking trends and shifts from the results of [OIR 2023](#).

Overview of Participants

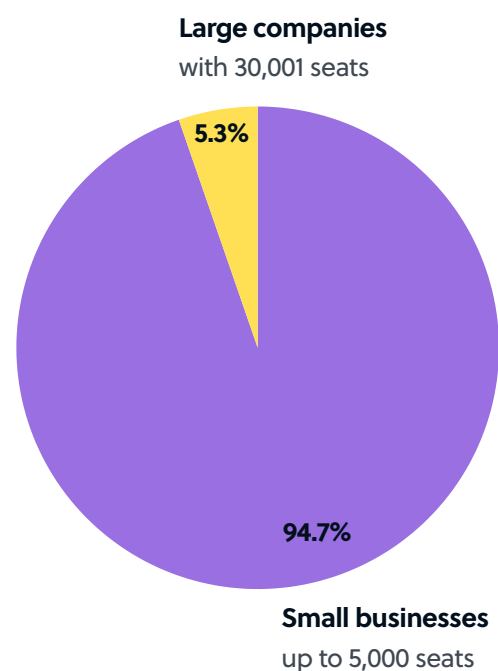
This year's OIR saw a diverse range of BPO sizes and specializations. Diversified entries represent wide variation in terms of project and initiative innovativeness related to critical social and environmental issues.

Company Size Distribution

The most noticeable finding of this year's review is that this has leaned towards small firms.

This is in stark contrast to 2023 when small-sized firms contributed 88.5% of submissions, medium-sized firms 6.6%, and large companies registered 4.9%. Besides being a positive indicator of growth, this also means that small companies play a more pivotal role as agents of change.

The data also propounds the view that only big corporations with extensive resources can offer such effective change-making.



Aggregate Impact Metrics

The OIR 2024 presents the important contributions by participating companies in three crucial areas: volunteer hours, financial contributions, and beneficiaries. Each of these metrics provides a quantitative view of the industry's commitment to social responsibility and community engagement.

VOLUNTEER HOURS

82,808

FINANCES

\$821,430

BENEFICIARIES

70,717



Volunteer Hours

The total hours that were volunteered to the firms' impact initiatives were 82,808 hours in 2024. This is an increase of 73.3 percent from the 47,791 hours reported by the 2023 report. At that level of volunteerism, outsourcing's positive impact has become a reality through community connections and staff dedication. This outlines an acknowledgment of the importance of hands-on social activities for the welfare of the community and employee morale.



Financial Resources/Contributions

The financial resources allocated and contributed in 2024 to impact initiatives was \$821,430. This was far less than the \$5,498,164.28 that had been contributed in 2023, yet this would still be a good contribution to social causes. Such difference might be due to a change of focus to more direct involvement through volunteering. Although downsized, this is still a valuable investment for most social projects, and, more importantly, it indicates that the industry has not forgotten corporate social responsibility.



Beneficiaries

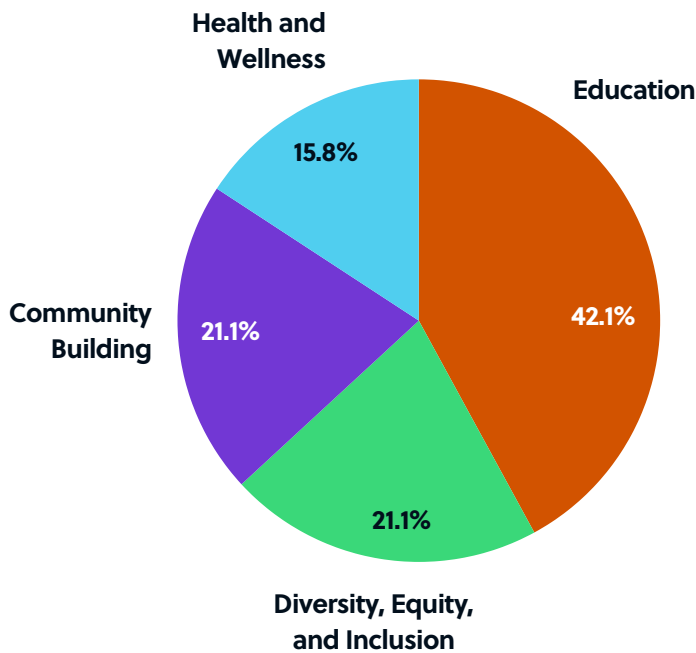
The overall number of companies' program beneficiaries reached 70,717 in 2024. While it is lower than the 707,189 beneficiaries recorded in 2023, it still speaks for communities. That's partly due to a higher level of high-impact programs or simply due to the diversity of companies participating in 2024. In either case, this number is a testament to the tens of thousands of people impacted as outsourcing companies continue to make a difference.

Aggregate metrics characterize the different approach of the outsourcing industry towards social impact. An increasing swing in volunteer hours captures the trend towards more active and personal involvement in community initiatives. While the financial contributions have indeed declined, they are still significant and on the financial front, represent an unbroken commitment to social causes. Although the count of beneficiaries is smaller, it is still of a huge outreach and reflects the industry's capability to bring mass-scale changes in the right direction.

Together, these metrics reflect a dynamic industry shifting its orientation on social responsibility yet continues to focus on direct engagement and targeted impact.

Impact Category Distribution

Of the impact initiatives submitted for OIR 2024, four areas are included, represented by:



Whereas, in 2023, Community Building topped the list at 41.0%, while Education was at 26.2%, then Diversity, Equity, and Inclusion at 21.3% and Health and Wellness at 11.5%, the actual percentage says that the industry had been more set up this year for education programs but remains well within addressing social issues.

Alignment with UN Sustainable Development Goals

Projects submitted to OIR 2024 are well-aligned with several of the United Nations Sustainable Development Goals (SDGs). This reflects an industry committed in contributing to sustainability and responding to some of the world's most relevant societal challenges. The variation in the distribution of SDGs among these entries indicates areas of focus in the social impact programs of the industry.

SDG 4: Quality Education (10 mentions)

Number one is SDG 4, which points out a majority investment of the industry in education and skills development. This is evident in the high entry percentage of Education at 42.1%, which speaks to the realization that many BPO firms have invested in human capital development and the abilities skills gap.

SDG 8: Decent Work and Economic Growth (8 mentions)

A principal activity of the industry is providing decent work. Hence, it is deduced that good mention of SDG 8 among entries is an indicator of emphasizing the quality of employment and economic growth by the industry.

SDG 10: Reduced Inequalities (6 mentions)

With SDG 10 dramatically becoming part of BPO impact efforts, there is a growing commitment to addressing social and economic inequalities that exist among workers and communities where BPO services are made available.

SDG 3: Good Health and Well-being (3 mentions)

Although much less salient than education and economic objectives, the presence of SDG 3 among the entries speaks to the recognition of the importance of healthy employees and communities.

SDG 5: Gender Equality (3 mentions)

The industry's focus on SDG 5 is a good fit because it aligns with diversity, equity, and inclusion efforts, specifically advancing gender equality in the workplace.



SDG 11: Sustainable Cities and Communities (3 mentions)

Existence of this goal confirms that BPO is involved in community development and sustainable city development.

SDG 13: Climate Action (2 mentions)

While environmental issues may be prevalent, the relatively low SDG 13 reference may indicate that participating BPO companies are not currently concerned about climate issues.

SDG 9: Industry, Innovation, and Infrastructure (1 mention)

There is only one reference to SDG 9, indicating a slight focus on technological innovation and infrastructure development compared to other goals.

The footprint of SDGs in the OIR 2024 submissions shows that the BPO industry is no longer standing still but remains a versatile player in achieving sustainability. Though educational and economic efforts lead, there also exist opportunities for developing collaborative relationships and environmental sustainability. Shifts from 2023 to 2024 have revealed that in terms of prioritization, the industry is responsive and continuously refines its approach in terms of effecting positive change for society.





Innovative Approaches

Many of the projects submitted have demonstrated new approaches toward effecting social impact change:

- ✔ Use of technology in school curriculums and other educational initiatives
- ✔ Cooperation with local communities and NGOs
- ✔ Comprehensive programs on staff welfare and development
- ✔ New ideas that inject diversity and inclusivity into the workplace

All these points indicate that new strategies undertaken by the BPO sector signify massive changes through innovative problem-solving and resource allocation.

Long-term Commitment

While many BPO firms increased their commitment to their social impact initiatives in 2024, many have been running for several years, and several more plan to expand. This increases the adoption of social responsibility into the core businesses' practice, as observed from the OIR 2023.

OIR 2024 embodies the BPO industry's transformation and commitment to social good. Other trends, including greater participation of smaller companies and a focus on education with very high growth in volunteer hours, suggest the depth to which BPO can be embedded inside social responsibility and that organizations in any size bucket may be able to be a force for good to contribute toward reaching the world's sustainability goals while supporting business success along the way.



Impact Hypothesis

The OIR 2024 reflects the trend in the outsourcing industry, a new direction toward positive societal change and business excellence at its heart. Changes based on the key findings and prevailing business environment have been summarized below as the hypothesis.

Hypothesis Statement

Responsible outsourcing, aligned to the goals of sustainable development and ethically conducted business, is a vital contribution toward economic growth, social equity, and environmental sustainability for both client and service provider countries.

Dimensions of Impact

Economic Empowerment and Inclusive Growth

OIR 2024 statistics showed 94.7 percent as small companies, indicating a democratization of the outsourcing industry. Here, the connotation is that outsourcing can be a good tool in empowering economies, especially smaller ventures and developing economies.

Objective

To foster inclusive economic growth through outsourcing

Key Activities

Promoting offshore opportunities for SMEs, developing targeted support programs





Metrics

Number of new jobs created, income growth in service provider countries, SME participation rate

Expected Outcome

Reduced economic disparities, increased entrepreneurship in developing nations

Education and Skill Development

With 42.1% of initiatives targeted at education, the outsourcing industry is very well positioned to be a force in skill development globally.

Objective

To bridge the global skills gap through outsourcing partnerships

Key Activities

Implementing industry-academia collaborations, offering specialized training programs

Metrics

Number of individuals trained, skill acquisition rates, employability improvements

Expected Outcome

A more skilled global workforce, reduced unemployment in service-provider countries



Diversity, Equity, and Inclusion (DEI)

The focus on DEI (21.1% of initiatives) refers to the industry's steps toward a more inclusive global workplace.

Objective

To leverage outsourcing as a tool for promoting global DEI

Key Activities

Implementing inclusive hiring practices, cultural sensitivity training

Metrics

Diversity indices in outsourcing teams, pay equity measures

Expected Outcome

More diverse and inclusive global work environments, reduced workplace discrimination

Community Development and Social Impact

Community Building initiatives (21.1%) show industry growth in social development activities. This would be done by enhancing the benefits of outsourcing in the local community.

Objective

To amplify the positive social impact of outsourcing on local communities



Key Activities

Implementing community outreach programs, social responsibility initiatives

Metrics

Community well-being indicators, social return on investment (SROI)

Expected Outcome

Improved quality of life in outsourcing hubs, stronger community-business relationships

Environmental Sustainability

While not prominently featured in the current data, environmental sustainability is in reality an emerging thematic emphasis for the industry.

Objective

To promote environmentally responsible outsourcing practices

Key Activities

Implementing green technologies, carbon footprint reduction strategies

Metrics

Carbon emissions reduction, adoption of sustainable practices

Expected Outcome

Reduced environmental impact of outsourcing operations, industry leadership in sustainability



Conclusion

The potential of the outsourcing industry to evolve its practices and focus areas over the years can go forth with the development of a sustainable economy. In this sense, outsourcing can contribute toward a socially balanced, professionally skilled, and sustainable global economy.

The data of OIR 2024 shows direction in which the industry is moving toward education, community development, and inclusion. The industry's further growth means the emphasis is stronger on aspects that lead toward environmental sustainability and technological innovation and, at its best, the positive impact of the sectors involved on global development.



Finalist Spotlights:

Impact Stories



Project Genesis by Infosys BPM Ltd

Project Genesis, an initiative developed by Infosys BPM Ltd, is an educational program that aims to bridge the digital divide and empower underprivileged youth in India.

It partners with universities, non-governmental organizations (NGOs), and colleges to enhance skills, educate faculty, update curricula, and establish digital classrooms.

Impact of Project Genesis

Since 2015, Project Genesis has transformed the lives of individuals living in rural areas of India. Putting a strong emphasis on getting students ready for the workforce, the program equips participants with the essential skills needed to excel in the corporate realm.

Programs such as the Principal Conclave, Faculty Development Program, and Skill Development Program helped change the educational experience of students included in Project Genesis, especially first-generation college students.

How Project Genesis started: A quick background

Project Genesis's goal is to empower underprivileged youth by providing them with employment skills and bridging the digital divide.

The objective was to create a lasting educational setting that addressed the root causes of unemployment in rural India. Through faculty development and curriculum innovation, Project Genesis guarantees lasting advantages for students and educators.

Relevant statistics: Facts and figures

Project Genesis has had a major influence in India, connecting with more than 647,550 people. Its extensive impact can be seen in its inclusive method, which concentrates on student outcomes and educator efficiency.

More than 8,000 educators have participated in the Faculty Development Program, ultimately contributing to the success of over 470,000 students. At the same time, more than 15,000 students

received direct training in essential skills, with half of them securing employment following the training.

Furthermore, Project Genesis' Digital Classroom project has broadened educational prospects for almost 49,000 students residing in rural regions, narrowing the gap in technological access and guaranteeing equitable opportunities for quality education.

Person in charge

The dedicated team at Infosys BPM Ltd leads Project Genesis, ensuring the program's success and sustainability.

The program is constantly developing, blending digital technology with custom curriculum plans to address the needs of students and teachers.

Positive impact created

Infosys BPM Ltd's Project Genesis is generating positive ripples throughout India. By collaborating with NGOs, academic institutions, and skilled trainers, it has established a robust educational structure that serves thousands of students every year. The program covers hard and soft skills, getting students ready for the global business landscape.

A real impact

One notable story comes from a student who struggled with English communication before joining the Student

Development Program. Following her involvement in the program, she developed the self-assurance to communicate her thoughts effectively during job interviews.

This serves as a solid example of the significant influence Project Genesis has had on students' lives and future job opportunities.

About the Outsourcing Impact Review 2024

Now in its second year, the Outsourcing Impact Review recognizes outsourcing companies that have made positive impacts in areas such as community building, education, diversity, and health.

Accompanying the OIR Awards is the comprehensive OIR Report that analyzes each outsourcing company's impact initiatives and highlights how their projects are transforming lives and industries.





Project Genesis by Infosys BPM Ltd:

Outsourcing Impact Champion of the Outsourcing Impact Review 2024

Infosys BPM Ltd's Project Genesis has been chosen as the Outsourcing Impact Champion for the Outsourcing Impact Review. This acknowledgment highlights the program's commitment to changing education in rural India and equipping numerous students with the abilities to prepare them for employment.

Being the overall champion, Project Genesis demonstrates how education-focused corporate social responsibility projects can help break down social barriers and build a better future for India's disadvantaged youth.





OP360 Cares by OfficePartners360

OfficePartners360 (OP360), a global outsourcing solutions provider, has made a significant impact on education in underserved communities through its corporate social responsibility initiative, OP360 Cares. This program demonstrates how a successful outsourcing company can drive sustainable social change while excelling in business.

Impact of Project Genesis

OP360 Cares has emerged as a beacon of hope for underserved educational institutions in the Philippines and Colombia. Since its inception, the initiative has invested over \$118,000 in nine schools, directly benefiting thousands of students, focusing on long-term partnerships with schools and active employee engagement through volunteer work.

How OP360 Cares started: A quick background

Recognizing the challenges faced by public schools, particularly in terms of technology access and infrastructure, OP360 Cares set out to make a difference.

Mission and Vision

Mission

To empower public school teachers and students, creating a better and kinder world for all, through a combination of financial contributions, active employee engagement, and sustainable partnerships with local schools.

Vision

To make educational opportunities accessible to all, regardless of socio-economic status.

Relevant statistics: Facts and figures

- 9 schools supported across the Philippines and Colombia
- \$118,000+ total investment in schools since 2020
- 703 gift baskets distributed to school staff in Cebu, Philippines since 2021

- 6 years of ongoing commitment to the Special Needs Education (SNED) Center

Person in charge

- Evangeline Louise Gerodias - Communications & Marketing Team Leader

Positive impact created

OP360 Cares' approach is multifaceted, addressing issues from infrastructure improvements to technology access. Through partnerships with local schools, OP360 Cares ensures that its support directly benefits students and teachers, resulting in more impactful, sustainable outcomes.

The initiative has also helped renovate facilities, such as a typhoon-damaged greenhouse and a termite-infested canteen, creating safer and more conducive learning environments for students. Additionally, the program has enabled schools to implement technology solutions that are essential for modern education.

A real impact

One of the most significant impacts of OP360 Cares is its support for special needs education. The initiative has helped transform a run-down space into a functional transition room for the SNED Center.

"Six years ago, I promised the Lord that if I survived, I would love and serve our learners to the best of my ability, whether from regular or SNED classes. I am exceedingly fortunate to have stakeholders like OfficePartners360 looking out for me and our entire department," a teacher at the SNED Center said.

Similarly, a vice principal from one of the beneficiary schools, said "We are more thankful for the generous actions initiated by your company to help our school, for the good of the learners. I could hardly express my feelings of gratitude for your generosity. Saying thank you may not be enough, but God will give more to those with generous hearts."

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OP360 Cares by OP360:

Winner of the Gold Award in Education category of the Outsourcing Impact Review 2024

Through the combined efforts of its leadership, employees, and community partners, OP360 Cares by OfficePartners360 has been recognized as the winner of the Gold Award in the Education Category of the Outsourcing Impact Review 2024. This acknowledgment highlights the initiative's contribution to addressing educational challenges and its potential to inspire other companies in the outsourcing industry to engage in meaningful corporate social responsibility.



Canteen



Transition Room





DEIB Program by Innodata Knowledge Services, Inc.

The Innodata Knowledge Services, Inc. Diversity, Equity, Inclusion, and Belonging (DEIB) Program is a shining example of how organizations can create inclusive, supportive work environments.

With a global team of over 5,000 individuals across 8 countries, Innodata's DEIB initiatives, such as the i-GROW learning platform and employee resource groups (ERGs), aim to foster diversity, inclusion, and belonging on a massive scale.

Impact of DEIB Program

The Innodata DEIB Program has had a transformative effect on its workforce, increasing employee engagement, satisfaction, and overall retention.

The company's i-GROW: Dedicated DEIB Learning Hub, which opened in March 2024, offers over 180 self-paced microlearning courses, incorporating gamified elements to make learning engaging and rewarding.

The program's evolution also included the establishment of employee resource groups (ERGs) such as the Sexuality and Gender Alliance (SAGA) and the Innodata Network for Disability Empowerment, Enablement, and Development (INDEED). These groups provide platforms for employees to connect, share experiences, and advocate for their communities.

Additionally, Innodata invested in Coursera licenses for high-potential employees, demonstrating its commitment to professional development and DEIB education. The company also initiated community engagement efforts, such as participating in Pride Marches and partnering with universities for events like the FutureFit Networking Conference.

How DEIB Program by Innodata Knowledge Services, Inc. started: A quick background

The program's inception was driven by Innodata's commitment to fostering a culture where every employee feels valued, respected, and empowered, regardless of their background or identity.

Mission and Vision

Mission

To foster an inclusive culture that enhances employee satisfaction and drives organizational growth and innovation.

Vision

To unleash creativity and develop innovative solutions to the challenges faced in the ever-evolving data and technology industries.

Relevant statistics: Facts and figures

Innodata's commitment to DEIB is reflected in impressive statistics:

- 5,000 diverse team members across 8 countries
- 180+ self-paced microlearning courses offered through the i-GROW: Dedicated DEIB Learning Hub
- 38 learners on average completing each i-GROW course year-to-date
- 88% satisfaction rate reported by new joiners in the most recent Great Place to Work survey
- 91% of employees reported feeling physically safe at work

Person in charge

- Vladimir Zulueta - Project Manager - Strategic Management

Positive impact created

Innodata's comprehensive approach to DEIB has positively impacted employee satisfaction, retention, and overall organizational performance.

By prioritizing diversity, equity, inclusion, and belonging, Innodata has created a workplace where every employee feels valued and included, setting a benchmark for the industry and driving meaningful societal change.

A real impact

An employee shared their experience as an officer of SAGA (Sexuality and Gender Alliance), noting the collaborative spirit and support from various departments in implementing LGBTQIA+ initiatives. This collaboration led to successful first-time events for the company, including distributing infographics about LGBTQIA+ issues and participating in Pride marches.

Moreover, an employee who participated in a Pride March event organized by the company also expressed how the event helped cultivate a sense of acceptance and equality, as employees from all backgrounds came together to celebrate diversity. The employee noted how these initiatives go beyond symbolism, fostering real connections and creating a safe space for all employees to feel valued.



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DEIB Program by Innodata Knowledge Services, Inc.:

Winner of the Gold Award in Diversity, Equity, and Inclusion category of the Outsourcing Impact Review 2024

As Innodata continues to champion diversity, equity, inclusion, and belonging, its comprehensive DEIB Program positions the company as a leader in shaping the future of work in the outsourcing industry.

Innodata's DEIB Program is a model of how companies can leverage education, community involvement, and internal support systems to create inclusive workplaces. By providing a safe, equitable, and empowering environment for all employees, Innodata stands out as a deserving candidate for recognition in the Outsourcing Impact Report and Awards.





Health & Wellness Program with a Charity Match by Arcanys

Arcanys' Health & Wellness Program with a Charity Match focuses on both employee well-being and the community. The firm also utilizes this program to support the Arcanys Early Learning Foundation (AELF), highlighting its dedication to social responsibility.

As a finalist in the Health and Wellness category of the OIR Awards, the Swiss software development outsourcing firm establishes a standard for corporate efforts in the outsourcing sector.

Impact of Health & Wellness Program with a Charity Match

The Health & Wellness Program provides various perks, such as onsite gym access, covered gym memberships, and options to buy sports gear.

What sets this initiative apart is the charity match feature. Employees earn a PHP 50 (US\$1) cash incentive for every workout they log, which is matched by a donation to the Arcanys Early Learning Foundation (AELF). This foundation supports underprivileged children in Cebu, linking personal health with community impact.

How Health & Wellness Program with a Charity Match started: A quick background

The primary goal of the Health & Wellness Program is to make healthy habits accessible to employees while supporting community-driven efforts. The initiative started small, with races and wellness talks.

Over time, it grew into a comprehensive program that not only provides fitness resources but also connects personal health with community impact.

Relevant statistics: Facts and figures

The effectiveness of the Health & Wellness Program is reflected in its participation metrics. As of July 31, 2024, a total of 80,107 workouts were recorded by employees using the ArcWorkouts app, proving the program's effectiveness in encouraging physical activity.

The initiative has also resulted in a 25% decrease in paid sick days between 2022 and 2023, highlighting its beneficial effect on employee welfare. In addition, 99% of staff view Arcanys as an excellent workplace, showing the helpful atmosphere created by these well-being programs.

Currently, the program boasts a 63% participation rate among team members, with approximately 200 employees averaging three workouts per week. The AELF has also made significant strides, supporting over 5,000 preschool children through 150,000 free coaching sessions since 2012. This demonstrates how the program benefits not only employees but also contributes to the well-being of underserved children in Cebu City.

Person in charge

The co-founders of Arcanys, Alan Debonneville & Frederic Joye, spearheaded this initiative due to their deep investment in employee well-being. Their vision encourages a culture of health and fitness, where rewards benefit both employees and the broader community.

Positive impact created

The program's impact has been immense—financially, physically, and emotionally. Over PHP 4 million (US\$70,000) in donations have gone to the AELF from employee workout efforts alone, creating a virtuous cycle where personal wellness drives social good.

A real impact

Arcanys Software Developer Milcah P. shared that working out five times a week at the Arcanys gym significantly improved their health and strength. The health and wellness incentives have increased their body awareness and helped them find a better work-life balance. They feel more in control of their health than ever before.

Milcah also appreciates that each workout contributes a 50-peso donation to the Arcanys Foundation, making her feel fulfilled.



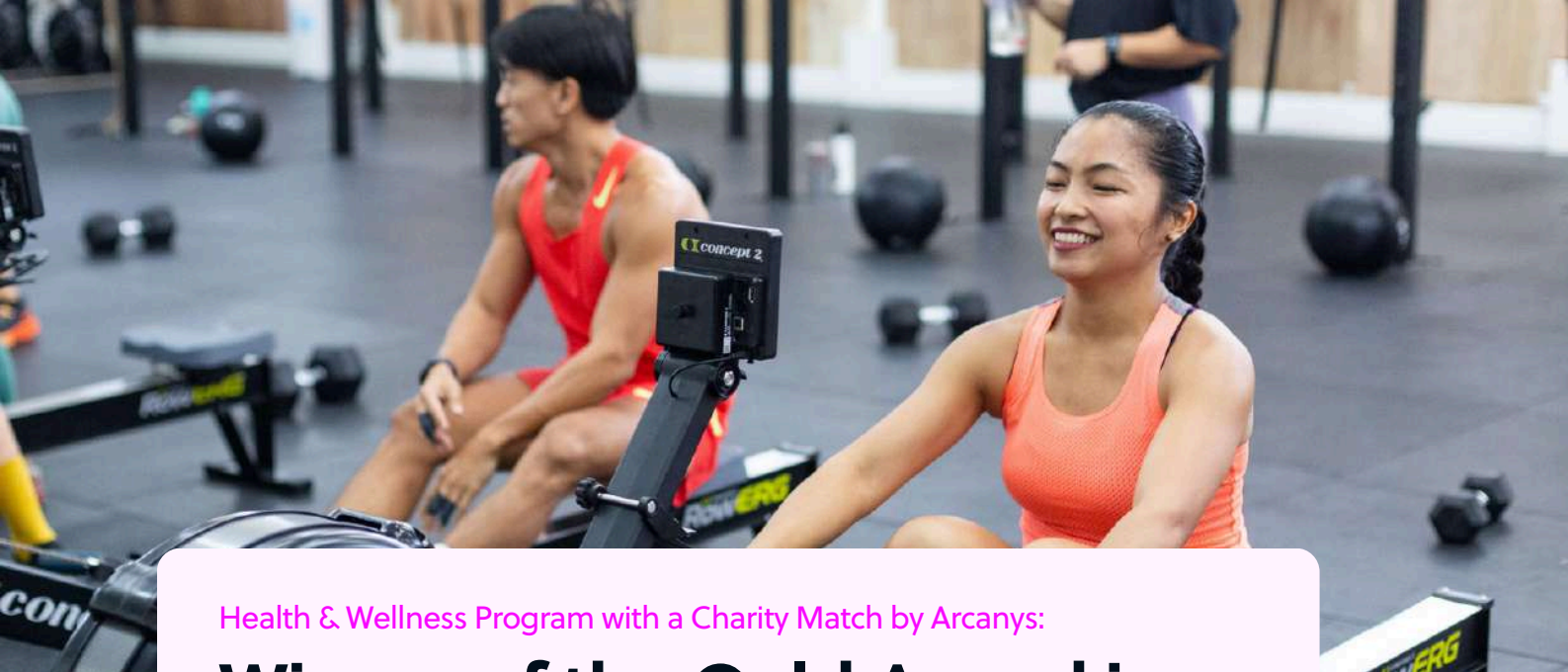
“Every workout not only has a positive impact on me but also inspires fellow Arcanytes and supports the Arcanys Early Learning Foundation community,” Milach added.

About the Outsourcing Impact Review 2024

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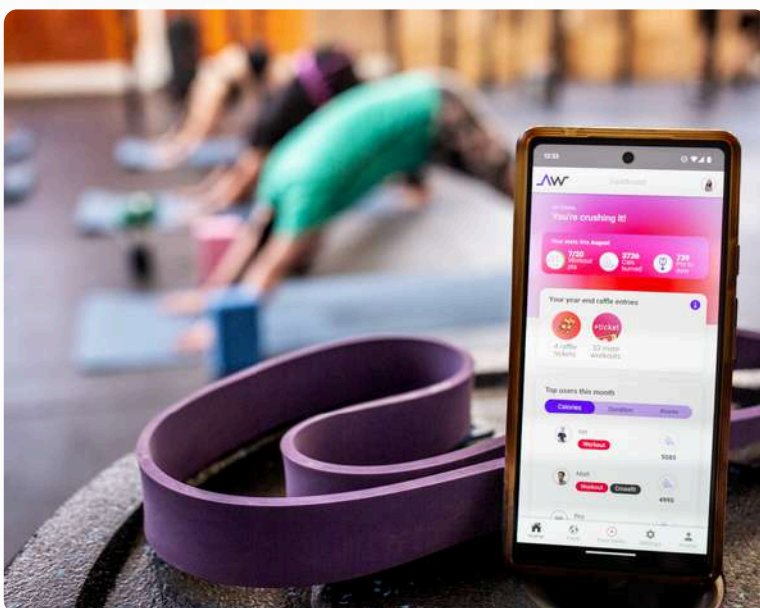


Health & Wellness Program with a Charity Match by Arcanys:

Winner of the Gold Award in Health and Wellness category of the Outsourcing Impact Review 2024

The Health & Wellness Program with a Charity Match by Arcanys is the recipient of the Gold Award in the Health and Wellness category, showcasing its commitment to employee well-being and social responsibility.

Through this initiative, Arcanys enhances the lives of its employees and supports underprivileged children in Cebu City. By fostering a culture of health and community engagement, Arcanys exemplifies the impact of corporate social responsibility in today's workplace.





outsourced LEARNING HUB

Outsourced Learning Hub by Outsourced

The Outsourced Learning Hub, launched by Outsourced, seeks to improve education by offering advanced learning resources and facilities to underprivileged students. Dedicated to closing the digital gap, this initiative aids students and helps them thrive academically while getting ready for future prospects in a world that is becoming more digital.

Through this initiative, Outsourced proves its dedication to fostering community development and educational advancement.

Impact of Outsourced Learning Hub

Created to assist students at Santolan High School in Pasig City, Philippines, the initiative offers contemporary educational tools and resources, closing the gap in technology and guaranteeing students the necessary resources to succeed in the current digital era.

It shows how outsourcing can go beyond improving business efficiency and play a major role in community development, especially in the education sector.

How Outsourced Learning Hub started: A quick background

The objective of the Outsourced Learning Hub is to offer balanced educational opportunities to students in underprivileged regions.

Recognizing the significance of investing in education and technology, Outsourced, a leading outsourcing provider in the Philippines, spearheaded this project. The company's objective is to empower local communities through sustainable educational programs that provide long-term benefits.

Through the donation of up-to-date equipment and the creation of a dedicated learning hub, Outsourced hopes to improve students' educational experiences.

Relevant statistics: Facts and figures

The Outsourced Learning Hub has successfully established its first center at Santolan High School, benefiting approximately 9,000 students. By providing access to advanced technology and essential learning resources, the initiative has significantly improved students' engagement with educational materials and their overall academic performance. Efforts are underway to duplicate this achievement by extending the learning hub to more schools.

Outsourced's revenue fully funds the project, guaranteeing its sustainability without dependence on outside funding sources. The company shows its dedication to community development through ongoing investment in the hub, which is regularly assessed using important impact markers like student involvement, improvement in performance, and availability of online learning resources.

With a dedicated team of 200 employees at Outsourced Quality Assured Services Inc., the company is focused on the learning hub's success and its future expansion.

This initiative illustrates how businesses can drive meaningful change through socially responsible projects.

Person in charge

The Outsourced Learning Hub is led by a dedicated team within Outsourced, supported by local educators and community members. This collaborative leadership ensures that the hub meets the evolving needs of students and teachers, facilitating a smooth operation and continuous improvement.

Positive impact created

The Learning Hub has had a positive impact on students' educational experience at Santolan High School. With the help of modern technology, students now have access to online resources that were previously inaccessible, leading to a more immersive and enhanced learning setting. Furthermore, teachers gain advantages from incorporating technology into their teaching approaches, improving their efficiency in providing education.



A real impact

One poignant example of the hub's impact is Silc, a student who shared her journey of transformation. Before the hub, Silc struggled with her schoolwork due to limited access to technology. However, since its opening, she has been able to engage more deeply with her studies and explore new subjects.

"With these gadgets, we can actually do more and learn more," Silc emphasizes, showcasing the tangible benefits of the Outsourced Learning Hub.

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Outsourced Learning Hub by Outsourced:

Winner of the Silver Award in Education category of the Outsourcing Impact Review 2024

The Outsourced Learning Hub has been recognized as the winner of the Silver Award in Education category of the OIR Awards. This recognition underscores the project's role in advancing education through innovative outsourcing solutions and solidifies Outsourced's commitment to community development.

With plans for further expansion, the initiative is poised to benefit even more students, demonstrating the potential of outsourcing to extend beyond business objectives and create lasting change in communities.





SixEleven CALLS (Community Advancement, Livelihood and Leadership Services) by SixEleven Global Services

SixEleven Global Services, with its innovative SixEleven CALLS (Community Advancement, Livelihood and Leadership Services) program, showcases the company's commitment to fostering a cohesive and productive multi-generational workforce.

Impact of DEIB Program

The company realized that generational differences in the workplace led to communication breakdowns, dissatisfaction, and reduced overall productivity. SixEleven conducted extensive research, including surveys, focus groups, and one-on-one interviews, to gain deep insights into the needs and motivations of each generation. Hence, the findings became the basis to develop targeted engagement programs, including mentoring which connected older workers with younger ones, adaptable communication channels and individualized career advancement schemes.

As a result, SixEleven has seen measurable improvements in employee satisfaction, productivity, and innovation.

How SixEleven CALLS started: A quick background

SixEleven identified a significant issue within their organization: generational differences were leading to communication breakdowns, dissatisfaction, and reduced productivity. With a workforce spanning from Baby Boomers to Generation Z, the company needed a solution to bridge these gaps and foster collaboration.

Mission and Vision

Mission

To create an inclusive and collaborative workplace by bridging generational gaps and fostering cross-generational mentorship and collaboration.

Vision

To develop a more engaged and cohesive workforce that drives productivity and innovation across SixEleven Global Services.

Relevant statistics: Facts and figures

The impact of SixEleven CALLS has been remarkable:

- 5,000 strategically positioned seats across multiple locations
- 4,000 full-time agents and growing
- 35% increase in cross-generational mentorship pairings
- 25% increase in employee engagement scores
- 20% reduction in project turnaround time

Person in charge

- Lovely Gacho - Chief Support Officer

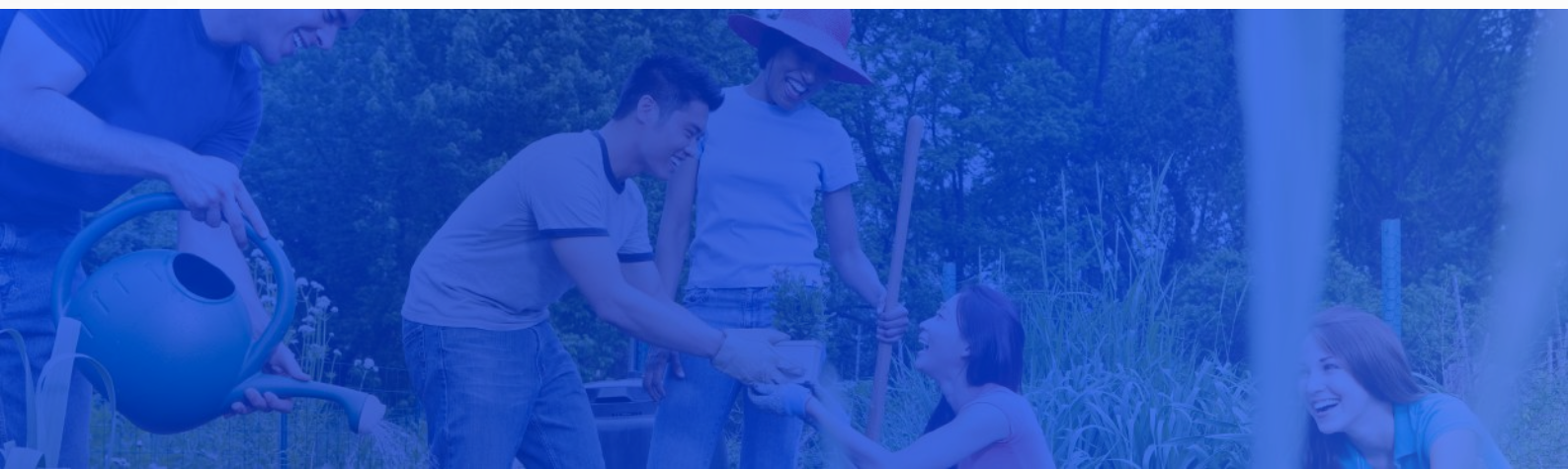
Positive impact created

One of the significant outcomes of the SixEleven CALLS initiative is the marked improvement in employee engagement and productivity. The company's approach to mentoring has played a crucial role in this success, enabling senior employees to share their knowledge and experience with younger team members, while also learning new skills from them. This exchange of knowledge has resulted in higher morale, increased collaboration, and greater productivity across teams.

A real impact

The initiative's tangible impact is best illustrated through the experience of Maribeth, a senior employee with over a decade of experience at SixEleven. Initially skeptical about collaborating with younger colleagues, Maribeth's perspective changed dramatically after being paired with Pam, a younger team member, in the mentorship program.

Pam introduced Maribeth to new digital tools that streamlined her workflow, while Maribeth provided Pam with invaluable industry insights. This exchange not only improved their individual performance but also strengthened the cohesion and productivity of their entire team.



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SixEleven CALLS by SixEleven Global Services:

Winner of the Silver Award in Community Building category of the Outsourcing Impact Review 2024

SixEleven CALLS stands out for its flexibility and adaptability. The program employs a modular approach, allowing for customization based on specific needs and challenges. Digital platforms facilitate remote collaboration and learning, extending the initiative's reach beyond physical office spaces.

By fostering inclusivity, collaboration, and productivity across generations, SixEleven CALLS has not only improved employee satisfaction but also driven innovation within the company. As the winner of the Silver Award in Community Building of the Outsourcing Impact Review, this initiative serves as a model for other organizations facing similar challenges in managing a diverse, multi-generational workforce.





Pathways by Work for Impact

The Pathways program by Work for Impact aims to revolutionize the outsourcing sector by prioritizing Diversity, Equity, and Inclusion (DEI). The program provides opportunities for individuals from marginalized communities to develop essential skills and resources for obtaining stable employment.

Using innovative approaches, the Pathways program strives to break poverty cycles and promote diversity in the global workforce through creative strategies.

Impact of Pathways

The Pathways program addresses worldwide inequality by utilizing technology-based education, offering micro-degree certifications, and providing mentorship opportunities. By placing emphasis on inclusivity, the program guarantees that individuals who have previously been left out of the workforce are now able to reach their maximum potential and participate in the global economy.

How Pathways started: A quick background

Established based on ethical employment and social responsibility values, Work for Impact is a certified B Corporation dedicated to making a positive change. The Pathways initiative was created based on this vision, understanding the importance of giving underserved communities the resources and support they need to thrive.

The goal of Pathways is clear but meaningful: to establish a sustainable and fair world marked by interconnectivity, teamwork, and equal chances. It seeks to give people the power to access transformative job opportunities and help boost worldwide prosperity.

Relevant statistics: Facts and figures

The numbers clearly demonstrate the success of the Pathways program. It made a significant difference in the lives of 80 individuals, providing them with necessary skills for long-lasting job opportunities. More than 2,000 individuals have benefited from Work for Impact's educational opportunities, with 900 secured ethical employment through the firm.

Pathway's multiplier effect extends to approximately 4,500 people as employment improves access to education, healthcare, and economic stability in underserved areas.

Work for Impact's remote work initiatives have also yielded significant environmental benefits. By eliminating commutes, Work for Impact has reduced 1,464 metric tons of CO2 emissions annually and saved 202.5 million kWh of energy each year.

These achievements highlight the intersection between DEI and environmental responsibility, proving that a commitment to inclusion can also support sustainability efforts.

Person in charge

The Pathways program is led by a dedicated team of professionals at Work for Impact. This team focuses on using outsourcing as a tool for positive change and ensures the initiative aligns with the company's core values of people, planet, and profit.

Positive impact created

Through its comprehensive approach, the Pathways program equips individuals with tools and resources to break out of poverty. By focusing on remote education and ethical employment, Pathways fosters a more inclusive workforce while improving the quality of life in underserved communities.

A real impact

Joshua from Narok, Kenya exemplifies the transformative impact of the Pathways program. After losing his mother and becoming homeless, Joshua struggled to complete his education. Through Pathways, he gained the skills to secure a long-term analyst position at a major African bank. He is now pursuing his MBA while supporting his younger sister's education, creating a ripple effect of positive change.



Similarly, Bir, known as BBC, from Tinchanga, Nepal, worked odd jobs for minimal wages before joining Pathways. Today, BBC is a valued team member at Work for Impact, earning a salary twelve times the Nepalese living wage, which allows him to support his nine family members.

Reflecting on his journey, BBC called Pathways “a turning point.”

“It’s more than just education—it’s about transforming lives, and I am a testament to that transformation,” he added.

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Pathways by Work for Impact:

Winner of the Silver Award in the Diversity, Equity, and Inclusion category of the Outsourcing Impact Review 2024

Work for Impact's Pathways program has set new standards for DEI in the outsourcing industry. Their work proves that businesses can achieve success while promoting ethical employment, inclusivity, and environmental sustainability. Their work serves as an inspiring example of how outsourcing can drive meaningful, global change.





Well-being Program by Innodata Knowledge Services, Inc.

In today's fast-paced corporate world, employee well-being has become a critical factor in organizational success. Innodata Knowledge Services, Inc., has taken a pioneering step with its comprehensive Well-being Program. This initiative stands out for its holistic approach, addressing physical, mental, and financial wellness to create a healthier, more engaged workforce.

Impact of Innodata Knowledge Services, Inc. Well-being Program

The Well-being Program has made a significant impact on employee health and productivity. Since its implementation, Innodata has seen a notable reduction in employee absenteeism, reflecting improved physical and mental health among staff. This decrease not only translates to enhanced productivity but also substantial financial savings for the company.

How Innodata Knowledge Services, Inc. Well-being Program started: A quick background

Recognizing the need for a comprehensive approach to employee wellness, Innodata launched its Well-being Program as part of its Total Rewards initiative.

Mission and Vision

Mission

To foster a comprehensive wellness culture within the company, including creating programs and opportunities that support physical, mental, and financial well-being, ensuring employees are healthier, happier, and more productive.

Vision

To integrate wellness into every aspect of the company's operations, to continuously evolve, making wellness a natural part of the company's ethos and a core element of its Total Rewards initiative.

Relevant statistics: Facts and figures

The success of the Innodata Well-Being Program can be demonstrated through key metrics and facts:

Fitness Programs

The program includes a variety of fitness options, such as Zumba, Yoga, and sports clubs for basketball, volleyball, and badminton. Employees are also encouraged to use the onsite gym.

Reduced Absenteeism

Since the launch of the Well-Being Program, employee absenteeism has decreased significantly, highlighting the positive impact of improved physical and mental health on work attendance.

88% Employee Satisfaction

In the 2023 Great Place to Work survey, 88% of employees expressed satisfaction, citing a physically safe environment, a strong sense of belonging, and fair treatment.

Person in charge

- Vladimir Zulueta - Project Manager - Strategic Management

Positive impact created

Employees are offered access to fitness programs like Zumba and Yoga, along with sports clubs and an onsite gym. Additionally, preventive care is provided through regular health screenings, annual physical exams, and vaccination programs.

Innodata also prioritizes mental health by offering professional counseling services, stress management workshops, and mindfulness sessions. Flexible work arrangements, including mental health days and remote work options, help employees maintain a better work-life balance.

Financial education workshops, retirement planning, and debt management resources are also made available to employees. Programs like Pag-Ibig MP2, Xemco, and TendoPay further enhance financial security, helping reduce financial stress among employees.



A real impact

One of the most compelling success stories from the program involves an employee who struggled with high stress levels and health concerns due to a demanding schedule. She participated in the Well-Being Program's physical fitness activities and utilized the professional counseling services to manage her anxiety. Additionally, the financial wellness resources helped her gain better control over her finances. Over time, she noticed significant improvements in her overall health, reduced stress, and greater job satisfaction. Her positive transformation inspired her peers to also engage with the program, creating a ripple effect across the organization.

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Well-being Program by Innodata Knowledge Services, Inc.:

Winner of the Silver Award in Health and Wellness category of the Outsourcing Impact Review 2024

The Innodata Knowledge Services, Inc. Well-being Program is the winner of the Silver Award in Health and Wellness of the Outsourcing Impact Review. This recognition underscores the program's comprehensive approach to employee wellness, integrating physical, mental, and financial health initiatives. The program's success in improving employee health metrics, reducing absenteeism, and enhancing job satisfaction has made it a key differentiator for Innodata, attracting top talent and reinforcing its reputation as a caring employer.





CSR Education Support Program by Innodata Knowledge Services, Inc.

Innodata Knowledge Services, Inc., through its Corporate Social Responsibility (CSR) Education Support Program, reached thousands of beneficiaries across the Philippines. This initiative aims to provide students with essential tools and resources for academic success, collaborating with local schools, educators, and stakeholders to foster a conducive learning environment.

Impact of CSR Education Support Program

By establishing computer laboratories, smart classrooms, and libraries, Innodata has bridged the digital divide and opened up new opportunities for learning and growth. The company also monitors improvements in students' academic performance, does regular site visits, and gets feedback from educators and students, ensuring that the outcomes are both quantifiable and meaningful.

How the CSR Education Support Program started: A quick background

Recognizing the critical role of education in societal progress, Innodata launched its Education Support Program as a cornerstone of its CSR efforts. The initiative aligns with the company's commitment to sustainable development, workforce involvement, and social impact.

Mission and Vision

Mission

To empower students and educators with necessary resources and skills for academic excellence and meaningful societal contribution.

Vision

To create a sustainable impact on education, fostering a culture of learning and innovation that aligns with the United Nations Sustainable Development Goals (SDGs).

Relevant statistics: Facts and figures

The program's impact is evident in its impressive reach and scale:

- Over 33,000 students and teachers empowered
- 12 computer laboratories established
- 205 computers provided across facilities
- 3 smart classrooms and libraries created

Person in charge

- Vladimir Zulueta - Project Manager - Strategic Management

Positive impact created

Improved academic performance, enhanced digital literacy, and increased engagement in learning are just a few of the positive outcomes observed. By empowering students with digital tools and fostering a love of learning, Innodata also inspired students to pursue careers in technology and related fields.

A real impact

One remarkable story from the program's impact involves a student at Daanbantayan Central Elementary School in Northern Cebu. Before Innodata's intervention, this student had limited access to technology. However, after the CSR team equipped the school with computers and books, the student's academic performance improved significantly. Inspired by the resources provided, he began helping his classmates, creating a ripple effect of learning and support within the school community.



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CSR Education Support Program by Innodata Knowledge Services, Inc.:

Winner of the Bronze Award in Education category of the Outsourcing Impact Review 2024

Innodata Knowledge Services, Inc. has earned its place as the winner of the Bronze Award in Education of the Outsourcing Impact Review due to the immense contribution of its CSR Education Support Program.

The program's success in the Philippines demonstrates its potential for scalability and replication in other underserved communities. The initiative is recognized for its innovation, scalability, and measurable impact, which align with the review's goal of highlighting outstanding outsourcing projects that make a difference in the communities they serve.





Little Learners Backpack Drive by iFIVE Global

The Little Learners Backpack Drive is iFIVE Global's flagship initiative to empower children in underserved communities in the Philippines. iFIVE Global equips kids with basic and essential school supplies to promote education and strengthen the company's commitment to corporate social responsibility (CSR).

The initiative engages employees, clients, and suppliers and depicts how outsourcing companies would make a difference in local communities.

Impact of Little Learners Backpack Drive

The primary goal of the Little Learners Backpack Drive is to alleviate the financial burden of school supplies on families and giving children the freedom to fully embrace their educational journeys. pursue their educational path.

iFIVE Global provides backpacks filled with school essentials so that students can go to school prepared and learn eagerly and engagingly.

How Little Learners Backpack Drive started: A quick background

The Little Learners Backpack Drive gives students better access to education by giving them the tools needed to succeed. It also focuses on helping families that are struggling with the costs of education and communities with limited government support.

iFIVE Global's vision is to create a long-lasting impact on these children's lives, ensuring they have access to basic educational supplies while simultaneously strengthening the social bonds within the community. By involving employees, clients, and partners, iFIVE Global fosters collaboration across the outsourcing industry.

Relevant statistics: Facts and figures

The Little Learners Backpack Drive has made a notable difference, providing 296 children with essential school supplies. This support is critical for families in underserved areas, ensuring that their children can begin the school year with the right tools.

The drive's success is driven by the 66 dedicated volunteers from iFIVE Global, who personally participated in the event, creating a deeper connection between the company and the community. Moreover, 7 clients of iFIVE Global also contributed, showing that corporate partnerships can extend beyond business to create real social impact.

With over 1,100 employees engaged in the program, the drive has evolved into a company-wide movement. This broad participation helps the initiative reach more children while fostering a culture of giving within iFIVE Global. As the program grows, it has the potential to benefit even more children in the future.

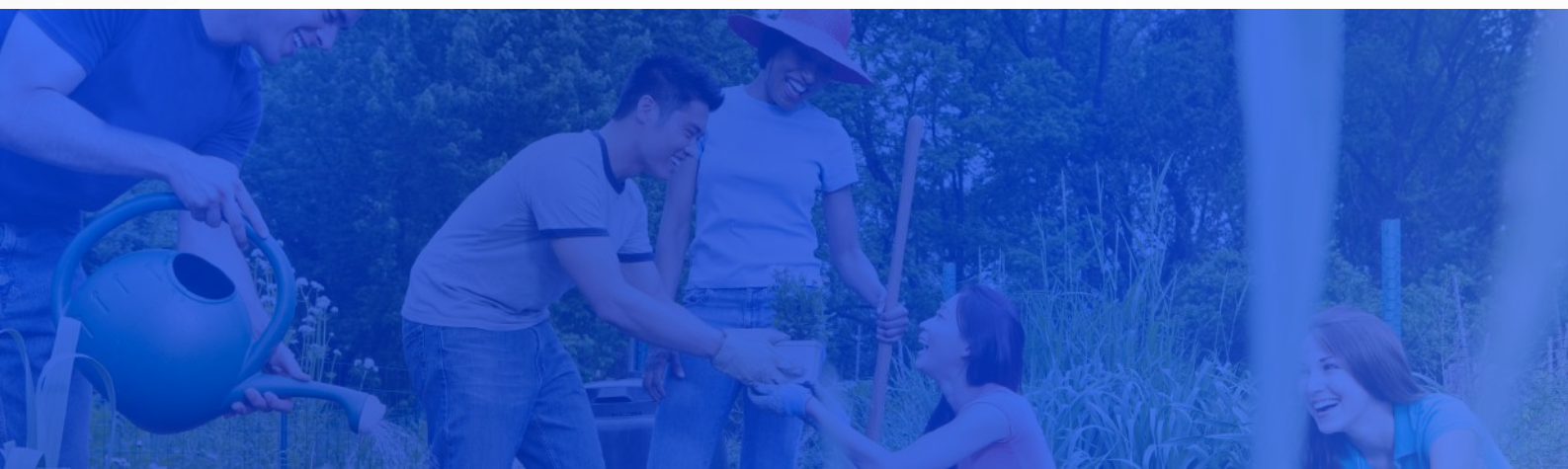
Positive impact created

What sets the Little Learners Backpack Drive apart is its "trick or treat" style distribution event. Instead of pre-filled backpacks, children explore stations filled with school supplies, creating an interactive and engaging experience.

This interactive approach sparks children's excitement about learning and fosters personal connections between sponsors and beneficiaries, often through heartfelt notecards exchanged during the event.

A real impact

One memorable moment from the drive was when an iFIVE Global employee, impressed by the program's support for a local public school, considered enrolling their own child there. This highlights how deeply the initiative resonated with both the community and volunteers, showing how a small act of giving can create lasting ripples in a community.



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Little Learners Backpack Drive by iFIVE Global:

Winner of the Bronze Award in Community Building category of the Outsourcing Impact Review 2024

iFIVE Global's Little Learners Backpack Drive exemplifies how outsourcing companies can contribute to education and community welfare. As winner of the Bronze Award in Community Building category, the initiative stands as a testament to iFIVE Global's commitment to improving lives.

With plans to involve more BPOs and suppliers, iFIVE Global is on a path to expanding the initiative and positively transforming educational opportunities for children in the Philippines.



Positive
Impact
Certified

COMMUNITY
BUILDING
BRONZE AWARD

OIR
2024



CHOOSE AFRICA

Choose Africa: The #1 Remote Talent Market in the World by CRDLE

Through its innovative "Choose Africa" initiative, CRDLE is transforming the narrative of African outsourcing by connecting global companies with top-tier professionals across the continent.

This initiative not only supports businesses in achieving their sales and operational goals but also plays a pivotal role in addressing Africa's employment challenges. Africa needs to create 18 million jobs every year until 2035 to keep up with the volume of youth entering the labor market.

Impact of Choose Africa: The #1 Remote Talent Market in the World

Companies benefit from skilled, reliable, and affordable remote workers, while African talent gains access to high-paying jobs without the need for relocation or long commutes. CRDLE's focus on diversity, equity, and inclusion makes it a standout in the global outsourcing space.

How Choose Africa: The #1 Remote Talent Market in the World started: A quick background

Founded by Valerie Bowden, CRDLE's mission is to help the world discover Africa as the leading remote talent market. The initiative was launched with a clear vision: to create meaningful jobs for African professionals while helping businesses optimize their operations.

The company's all-female leadership team brings a unique perspective to the outsourcing industry, leveraging their strengths and experiences to break down stereotypes and promote Africa as a premier destination for remote talent.

Mission and Vision

Mission

To promote Africa as the go-to destination for remote talent by connecting global businesses with skilled professionals across the continent.

Vision

To be the "Apple of Outsourcing" in Africa, where its immense talent pool is fully integrated into the global economy, providing high-quality jobs for millions while helping businesses achieve sustainable growth.

Relevant statistics: Facts and figures

CRDLE's impact is best illustrated through its impressive statistics:

- 5x growth: Since 2024, CRDLE has experienced five fold growth by helping business leaders choose Africa for their outsourcing needs.
- 5x higher pay: African professionals working with CRDLE earn, on average, five times more than those employed by other BPO companies.
- \$1.3 million sales: A single CRDLE cold caller generated over \$1.3 million in solar panel sales within just four months.
- 70% women hired: CRDLE prioritizes gender diversity, with over 70% of their hired team members being women.

- 3 hours saved: On average, professionals hired through CRDLE save up to three hours daily by working from home instead of commuting. Management

Person in charge

- Valerie Bowden - CEO

Positive impact created

By providing access to high-quality talent at competitive rates, companies can optimize their operations and drive growth. Simultaneously, African professionals gain opportunities for meaningful employment, career advancement, and improved living standards.

A real impact

A Zimbabwean father, who had lost his job, was hired as a cold caller by CRDLE. His excellent performance quickly made him a favorite among clients. Soon after, CRDLE also hired his wife.

This employment opportunity allowed the couple to support their family during a challenging time, and they later expressed their gratitude, stating that CRDLE "kept their family together."



VALERIE
CEO & FOUNDER



HILEENA
COO

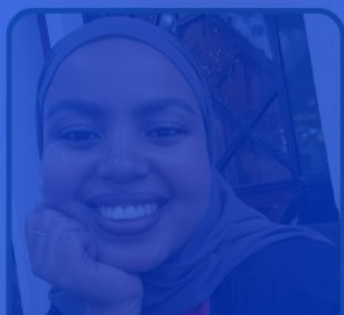


JOANNA
OPERATIONS MANAGER

About the Outsourcing Impact Review 2024

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NADIYA
ACCOUNT MANAGER



RUTH
SUMMER INTERN



Choose Africa: The #1 Remote Talent Market in the World by CRDLE:

Winner of the Bronze Award in Diversity, Equity, and Inclusion category of the Outsourcing Impact Review 2024

CRDLE's "Choose Africa: The #1 Remote Talent Market in the World" initiative is the winner of the Bronze Award in Diversity, Equity, and Inclusion category of the Outsourcing Impact Review. This recognition reflects CRDLE's commitment to creating opportunities for African professionals while promoting the continent's talent on the global stage. By fostering inclusion, CRDLE is changing the outsourcing landscape and providing a sustainable pathway for both businesses and workers.



Trends and Innovations in BPO Social Impact

The OIR 2024 speaks of a very dynamic industry catapulting itself toward change far beyond the scope of core business operations, as it presents a number of emerging trends and innovations regarding BPO companies and their approaches toward social impact initiatives.

Emerging Practices

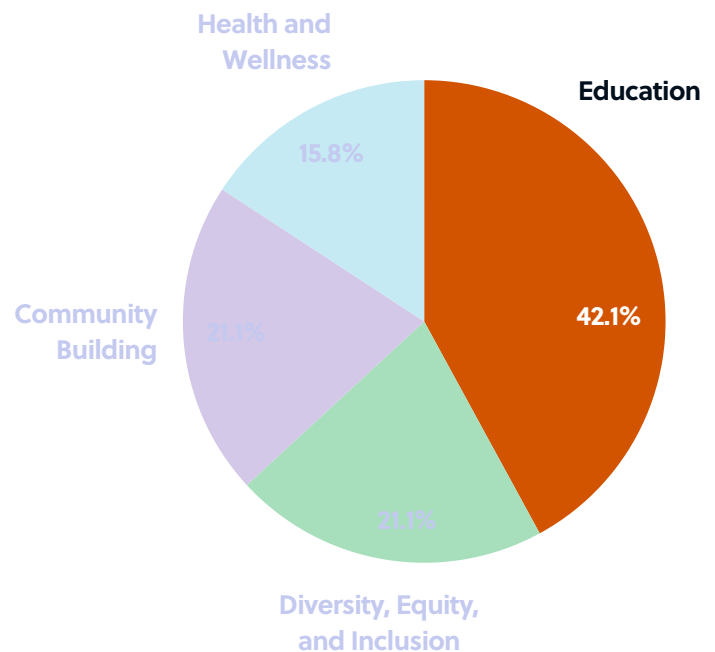
Focus on Education

The largest trend among the contributions for 2024 is that more education-focused programs are prominent.

After all, 42.1% of all contributions fall into this category, which manifestly differs from last year and indicates that there is more awareness about education as the core component of long-term societal development.

Holistic Approach to Impact

Most BPOs are now undertaking a holistic approach to social responsibility rather than an emphasis on one end, while more submissions indicate an adoption of several SDGs at the same time. Diversity in SDGs, according to submissions, includes Quality Education under SDG 4, Decent Work and Economic Growth under SDG 8, and Reduced Inequalities under SDG 10.





Long-term Commitment

Many of the entries express projects that take years, thereby disregarding one-time acts of charity and instead committing to long-term engagements. In this way, real impact could be built with measurable trends.

Employee Engagement

There is an increasing trend of employees directly involved in social impact,

such as doubling the volunteer hours from 47,791 hours in 2023 to 82,808 hours in 2024.

It is a two-way impact: an organization performs more as a participant and feels the sense of social responsibility.



Technology Integration in CSR

Digital Education Platforms

Most BPOs are pedagogically based, embracing technology to develop and distribute more and better educational content. Examples include e-learning sites and digital literacy programs.

Data-Driven Impact Measurement

Organizations are now realizing the need to measure and report the outcome of social initiatives through advanced analytics, thereby upping the ante in achieving impact assessment in precise strategic decision-making for data-driven CSR practices.

Virtual Volunteering

High volunteer hours mean virtual volunteer opportunities increase hugely relative to what technology offers, thereby enabling employees to offer their skills and time from a distance.

AI and Automation for Social Good

These programs focus on using AI and automation technologies to increase efficiency and scale in social impact through programs in health and community development.



Cross-Sector Collaborations

Partnerships with Educational Institutions

BPOs framing their education strategy should partner with schools, colleges, and training institutes to make all education initiatives more meaningful and impactful.

NGO Collaborations

BPOs are stretching themselves out to partner with NGOs to derive specific capabilities for social problems. Health and wellness are areas where this phenomenon is apparently cited.

Government Partnerships

There seems to be participation in partnerships with the local and national governments, particularly in community development programs. This approach is more systemic and policy-oriented.

Industry Alliances

BPOs are now forming alliances with companies, including other industries, to harmonize resources and know-how and take on huge projects with a social impact.



Global-Local Synergies

Practices that will both serve broad global sustainability objectives and serve local community needs are often examples of collaborations with local organizations, as well as key community leaders.

These trends and innovations reflect a maturing approach by the BPO industry toward including technology, cross-sector partnership building, and more strategic and long-term approaches best to position BPOs in the fight to address social and environmental challenges around the world. It is a testament to a trend toward education-based programs, signs of growing human capital through sustainable economic growth and social improvement.

Public Perception of Outsourcing's Societal Impact

The outsourcing industry must understand public perception as it informs policy, contributes to the determination of what clients consider for business lines, and influences talent acquisition. The OIR 2024 survey is very informative on how the industry's social responsibility initiatives are rated against outstanding changes in 2023 findings.

Survey Results and Analysis

The 2024 survey results reveal a complex and nuanced view of the public's understanding of outsourcing's societal impact:

Perception of Positive Impact

2024

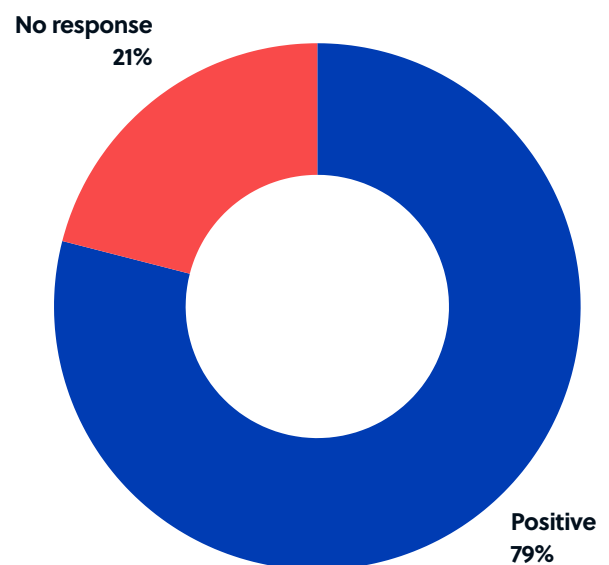
79% said that outsourcing is contributing positively to society; 21% did not respond.

2023

Respondents believed outsourcing was beneficial in that 98% of them, as against 2% who said no.

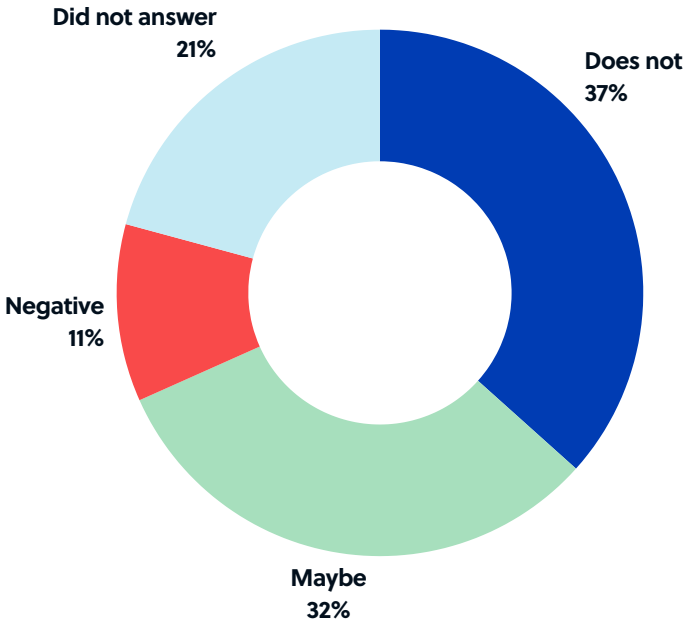
Although the overall picture remains very positive, response rates are less benign, with greater uncertainty or non-responses for 2024. This will allow the outsourcing industry to further articulate and provide detail around the very positive contributions it makes to businesses and to address currently evolving concerns that exacerbate the negative impacts.

2024 Survey Results



Perception of Negative Impact

2024 Survey Results



2024

11% answered that outsourcing has a negative impact, 37% said it does not, 32% responded "maybe," and 21% did not answer.

2023

Only 3% said it was bad for the economy; 77% said not bad; 20% said maybe.

The rise in perceived negative impact and uncertainty ("maybe" responses) signify increased concerns or misconceptions about outsourcing; hence, proper communication and education should be encouraged.

Industry's Societal Contributions

2024

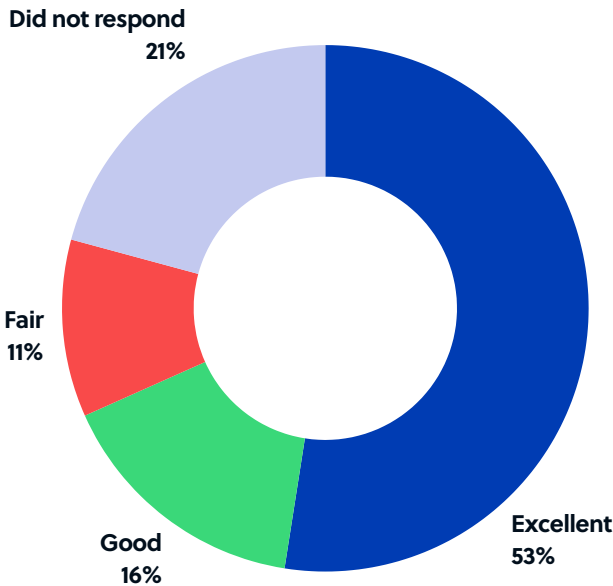
53% rated the industry's efforts as "excellent," 16% as "good," 11% as "fair," and 21% did not respond.

2023

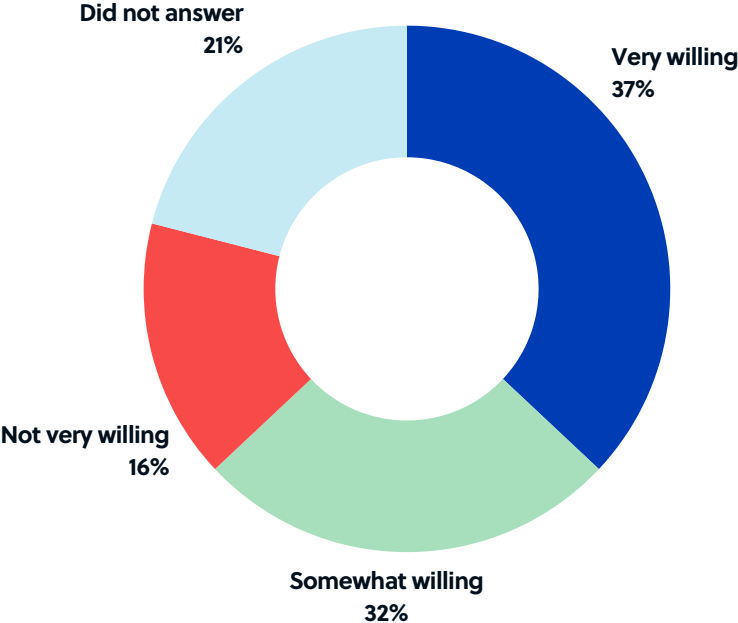
61% of those surveyed believe it is doing enough; 18% stated it is not; 21% responded "maybe."

The questionnaire, while slightly different from year to year, was positive in 2024 towards the efforts of the industry, though slightly less strong than in 2023. Thus, this is an area for improvement in demonstrating and communicating the societal contributions of the industry.

2024 Survey Results



2024 Survey Results



Willingness to Share Information About Negative Impact

2024

37% of BPOs are "very willing" to share information about negative impacts, 26% are "somewhat willing," 16% are "not very willing," and 21% did not answer.

2023

74% were willing to share this information, 2% were not, and 25% responded "maybe."

The 2024 results show a more nuanced response to transparency, with a decrease in overall willingness to share negative impact information compared to 2023.

More Complex Perception of Outsourcing

An important comparison exists between the 2023 and 2024 surveys: the societal impact of outsourcing is viewed much more complexly now than then, with the industry retaining an overwhelmingly positive image but with increasing signs of uncertainty and a more nuanced understanding of its impact on society.

Moving forward, the outsourcing industry should then concentrate on:



Enhancing communication of social responsibility initiatives to address growing uncertainty.



Addressing concerns about potential negative impacts more transparently.



Maintaining and improving positive impacts to reinforce the industry's beneficial role in society.



Exploring the reasons behind the increased reluctance to share negative impact information and working to foster a culture of openness and continuous improvement.

By addressing these areas, the outsourcing industry can continue to improve its public perception and strengthen its position as a positive force for societal development.

Recommendations

The OIR 2024 reveals many lessons about the BPO industry's social responsibility efforts. Guided by these learnings and valuable comments from our expert judges, we make the following recommendations to further strengthen and scale the industry's positive societal impact.

Best Practices from Finalists

Holistic Approach

Most of the finalists were praised for their holistic approach. Launch initiatives targeted at issues of social contribution across different fronts, like education, community development, and workforce welfare.

Education Focus

Though 42.1% of initiatives are education-focused, investment in education must continue. Develop holistic education initiatives for current skill gaps as well as those over the long term in the community.

Community Impact

Judges consistently praised projects with strong community involvement. Design initiatives that create real, meaningful impacts for local communities, build strong relationships and meet specific needs at the local level.

Innovative Solutions

Several finalists were recognized for their innovative approaches. Encourage creative problem-solving and the use of technology to address persistent social challenges in unique ways.

Areas for Improvement

Impact Measurement

Most judges would want to see much stronger measures of impact. Develop and use metrics for measuring near-term outputs and longer-term outcome results of the social programs.

Transparency

Although 63% of companies are ready to share negative impacts, it is recommended that companies inculcate a culture of transparency, sharing success and failure that would present trust-building and industry-based development.

Scalability Planning

Most initiatives promised so much, but the judges felt that the approach towards scalability was the least clear. Build comprehensive plans for the expansion of programs that have succeeded on both geographically contextual bases for adaptation.

More Diversified Company Participation

With 94.7% of participants being small companies, more participation from medium and large companies should be encouraged to share best practices across the industry.

Environmental Focus

Enhance the environmental aspect of CSR initiatives. Social projects must also support ecological sustainability and climate action.

Strategies for Scaling Impact

Cross-Sector Collaborations

Judges were impressed with programs having robust partnerships. NGOs, educational institutions, and government agencies can be approached to help bring together various specialties and expertise.

Technology Integration

Leverage the industry's technological expertise to create scalable solutions. Build platforms around digital education or skill-building ideas with much broader reach and community engagement.

Employee Engagement

Build on the significant increase in volunteer hours (82,808 in 2024) through the proper employee engagement programs. This can have a stronger impact while also elevating the employees' satisfaction and retention levels.

Long-term Strategic Planning

Develop three or more years of social impact plans that align with the core business. Sustainability and scalability will mitigate most of the judges' concerns about long-term viability.

Adaptive Programming

Develop systems for real-time feedback and program adaptation. This helps answer one of the judges' comments about the necessity of initiatives evolving based on impact data and changing community needs.

Holistic Well-being Focus

Expand health and wellness initiatives to include mental health and overall employee well-being, as highlighted in some of the most positively received programs.

By implementing these recommendations, the BPO industry can significantly enhance its positive societal impact, improve its public image, and contribute more effectively to the SDGs. These strategies not only benefit communities but also strengthen the industry's long-term sustainability and competitiveness, addressing key points raised by the expert judges in their evaluations.

Looking Ahead: The Future of Socially Responsible Outsourcing

In many ways, the results of OIR 2024 reflect that the BPO industry is critically situating itself in its long journey toward greater social responsibility. Given some of the key trends and opportunities arising to shape the future direction of the industry, responsible outsourcing can look promising.

One great implication here would be that the industry played an important role in workforce development by focusing more on education and skills development. More fundamental linkages between BPOs and schools would find a place in the landscape, particularly relevant curriculum being deployed and better closing of skill gaps. Huge investments in digital literacy programs would be needed in those markets considered to be emerging. Lifelong learning programs would also play a critical role for the workforce to remain relevant given the speed of evolution in the technology frontier.

In recent times, some of them have been interlinked very deeply. Integrated CSR strategies with the intent of influencing SDGs, mental health programs for the well-being of employees, and even encouragement of a corporate culture that

will allow diversity in the celebration of diversity within its organization might be future trends as well.

Less is also visible in this review for the year 2024. We expect to see this area show a heavy growth pattern going forward. Making environmental sustainability part of the core business, as well as adapting green technologies and practices in BPO facilities and reporting on environmental metrics, will be enhanced as part of CSR initiatives, among all others.

Indeed, positioning the BPO industry for such technological capabilities well bodes for its future as a potential leader in the use of innovation for social good. We foresee AI and automation solutions finding solutions to social issues, data analytics applications building amplifiers for CSR impact, and digital platforms capable of scaling social impact programs across geographies.

Since most of the participating companies would most likely be small companies, smaller BPOs must adopt more elastic and creative forms of social responsibility. More collaboration between small and large companies to scale impactful initiatives should shift industry dynamics as socially

responsible small companies gain a competitive advantage.

We expect a more developed toolkit and methodologies for impact measurement, reporting of both positive and negative impacts, and stakeholder engagement in the definition and assessment of social impact goals.

In the future, social responsibility outsourcing would increasingly be dominated by collaboration across different sectors. This would include cross-NGO partnerships, government agency partnerships, and industry-wide initiatives on shared challenges and amplified impact in outsourcing activities. The outsourcing activities would also dominate international resources combined with local expertise through global-local partnerships.

Direct links between BPO-related projects and other UN Sustainable Development Goals indicate more realignment with global sustainability agendas. International standards for sustainability reporting and social responsibility will be adopted, and companies' participation in global forums on responsible business practices will increase.

The future of socially responsible outsourcing is generally being explained in terms of integration, innovation, and impact. The more BPOs continue to induct social responsibility into their core business strategy, the more transformation in the

manner that the industry is perceived and the greater its contribution towards global sustainable development can be expected. Indeed, challenges abound, but the opportunities are immeasurable, which enables BPOs to spearhead this advancement toward the creation of a world that is not only more equitable but also more sustainable and prosperous for all.



Conclusion and Call to Action

Outlining the great strides BPO is making in corporate social responsibility and sustainable development, the Outsourcing Impact Review 2024 reveals that social responsibility is quite within reach of any enterprise. Great participation also brings it to point out that this is not one of the 'exclusives' of large corporations.

It not only aligns well with the role that the outsourcing industry plays in driving economic growth and fostering skilled workforces but also has an added emphasis on education and human capital development. Apart from the good alignment of SDGs, the UN's Sustainable Development Goals also play a role in achieving SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth) for the industry.

However, there are also areas where improvement is needed. Many such initiatives would need to pursue environmental sustainability more sharply in the future, and impact measurements must be quite rigorous and standardized across the industry for adequate assessment and reporting of the long-term impacts of such social initiatives.

Most of all, however, the future ahead means the industry has to answer these lingering concerns and uncertainties reflected in the survey results.

Thus, this paper calls all stakeholders in the BPO industry to take these various steps:

Social responsibility

There has been an increase in social responsibility in BPO organizations. Such activities are more seamlessly integrated into business operations. There are complete impact measurements and much more transparency when reporting achievements and failure cases.

Industry associations

Foster mutual understanding and cooperation: Enable opportunities for learning from each other by opening up to companies at all levels, scaling up successful initiatives from others.

For customers and partners

Educate your outsourcing vendors about your responsibility to society. Work with BPOs that do not just pay lip service to your mission of creating a high-value impact on society.

For policymakers

Identify and promote the best socially responsible outsourcing practices. Produce structures that encourage companies to enter and reward them for efforts toward sustainable development.

For employees and job applicants

Participate in your company's social activities. Your ideas will continuously enhance the effectiveness of the programs.

The OIR 2024 has explicitly stated that BPO can do a lot of good. Its potential can pave the way and strive toward global sustainability goals while leading to business success. We will be continuing our progress with all the positive impacts, hurdles to overcome, and a bright future that outsourcing embodies, struck with social responsibility and sustainable development.

After all, the work toward significant and responsible outsourcing has to stay continuous, innovative, and collaborative. Together, we can transform the BPO industry into a beacon of corporate social responsibility, creating that latitude of change for worldwide communities.



Peta Bilton

Director and Impact Consultant, Known Impact

Peta Bilton specializes in helping companies, governments, and for-purpose organizations find their path to impactful and sustainable action. As the founder of the ESG consultancy firm Known Impact, she leads the way in strategic implementation and measurement of impact. By delivering strategic insight into practical solutions, Peta helps organizations drive real and lasting change. Such passion for creating social impact lies deep within her Humanitarian and Development space experience and shines through to her skills as a B Lab Certified B Consultant.

Peta works to understand each organization's goals, operations, and challenges before developing tailored strategies to fulfill their mission and values. She remains keenly focused on helping businesses embrace sustainability while delivering positive social outcomes. She works in sectors that support public and private clients and integrates ESG principles while building resilience within communities.

Aside from her work as ESG consultant, Peta advised and helped progress the United Nations Women, Peace, and Security (WPS) agenda in advocating gender equality and social impact from a global perspective. She is a board member within the Community Development Sector, where teamwork mixes with a results-driven approach to advance meaningful, measurable impact on organizations.



Rosario Cajucom-Bradbury

Chairperson of the IT-BPM Innovation Cluster, Swiss Chamber of Commerce of the Philippines

Rosario Cajucom-Bradbury is a highly accomplished business leader with over 30 years of experience in international trade operations, particularly in the Testing, Inspection, and Certification (TIC) industry. Her expertise covers commercial business, trade compliance in providing services to both the government and private sectors, and strategic operations management of global BPO/shared services.

Cajucom-Bradbury's career is characterized by her commitment to integrity, which she considers the backbone of her personal and professional philosophy. She is known for building and improving organizations, leading teams through change, and implementing resonant leadership to build high-performing teams.

Cajucom-Bradbury holds two Executive MBA degrees from UCLA Anderson School of Management and the National University of Singapore–Business School. She has been recognized as the Best Coach by the Filipina CEO Circle and Asia Pacific College in 2021, one of the top 100 Most Influential Filipina Women in the World and received the 2019 TOP HAT award for excellence in profession and active volunteerism.

Cajucom-Bradbury is passionately engaged in change management, contributing to economic growth, establishing ethical business practices, providing mentorship, and promoting equality across all gender spectrums. She was a former CEO of SGS Philippines, and former Managing Director of Contact Center Association of the Philippines (CCAP), and currently the Board of Director and Chairperson of the IT-BPM Innovation Cluster of SwissCham Philippines, demonstrating her continued involvement in driving innovation in the business process management sector.



Toni Tiemsin

Co-Founder and Chief Strategist, FILI Studios

Toni Tiemsin has nearly two decades of experience in strategic communications. He is the Communications Manager for MSD Philippines and the CEO of FILI Studios.

He brings experience from the news media, development communications, and corporate communications. He has previously held key posts in the global PR firms FleishmanHillard and Ogilvy Philippines and worked for children's rights organization Save the Children.

An instructor in media and communications at De La Salle-College of Saint Benilde, he speaks with strong academic understanding and practical industry experience. As the Editor-in-Chief of SubSelfie.com, an independent online magazine for young Filipinos, he showcases leadership in new media with an eye on the evolving communication landscape.

With experience as a strategic thinker, campaigner, and change agent, Toni is well-positioned to be one of the key judges for the Outsourcing Impact Review 2024. His experience in the communications disciplines and in corporate and non-profit leadership provides a robust view of outsourcing initiatives and their impact.



Aaron Wright

Director of Operations, Outsource Accelerator

Aaron Wright is a well-seasoned leader with deep operational structure expertise, from talent acquisition and training to substantial management of day-to-day operations. With very strong business process outsourcing (BPO) experience, Aaron excels at process optimization and focuses on efficiency to generate better cost reductions and results for his clients.

Throughout his career, Aaron has been consulting with organizations to design and develop operational frameworks that improve their workflows in terms of continuous improvement and organizational agility. He is very alert to the challenges and opportunities of scaling operations and responds strategically at every step to achieve immediate results and longer-term success.

A focus on people would be the core of Aaron's leadership, bringing wide experience in hiring, training, and developing teams so that employees not only meet but exceed performance expectations. Creating a setting that leads to professional growth and engagement, Aaron developed very effective teams aligned with organizational goals and highly motivated to bring their best performance.

Besides working well with his internal teams, Aaron is very good at establishing a strong client relationship, which he termed as the core of success in operations. He has understood clients' requirements and translated those into an appropriate actionable plan with precision. This places Aaron Wright as a dynamic leader in the BPO industry.