

# The *State* of Outsourcing: Perspectives and Priorities of Industry Leaders

Outsourcing holds a major strategic benefit for organizations trying to grow, access specialized talent, and operate efficiently. But not everyone realizes the full potential from their outsourcing vendor, and they're looking for more.

Companies are navigating how they can best utilize outsourcing to accomplish maximum business value. But amid new global trends and economic challenges, that may require rethinking what they've always done.

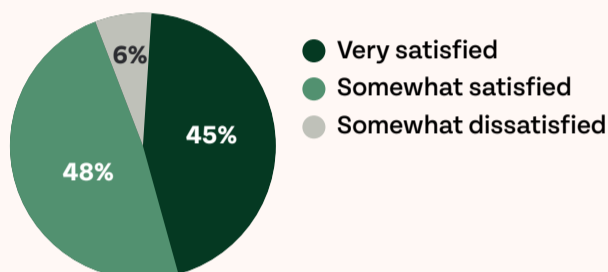
Here's how **488 leaders** think about how outsourcing fits into their overall strategy and the factors they value the most.

## High Satisfaction – Low Loyalty

Even though organizations are generally happy with their current outsourcing partnerships, they're still willing to change vendors.

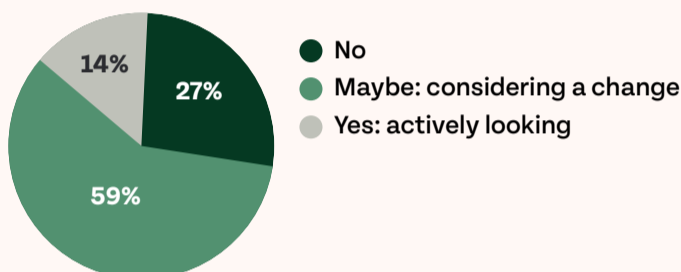


Overall, how satisfied are you with your current outsourcing vendor(s)?



yet

Does your organization plan to change your current outsourcing vendor(s) in the next 12 months?



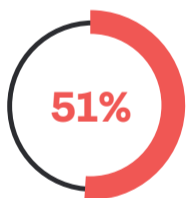
## Cost Savings Are No Longer Enough – *Quality Matters*

Organizations still prioritize cost savings, but not at the expense of excellent service.

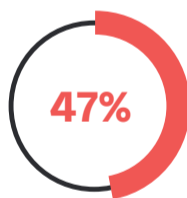
How does your organization measure the value of outsourced services?



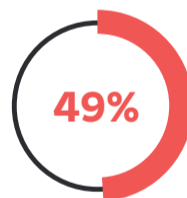
Cost savings



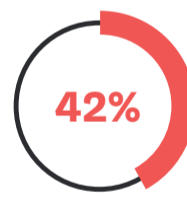
Service quality



Customer growth

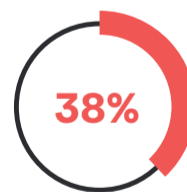


Revenue growth



Customer satisfaction (CSAT)

At the same time, they also expect outsourcing vendors to keep up with the latest tech trends. That's why AI features are such a major consideration for organizations exploring their options.



call AI capability a **very important feature** for vendor consideration

## Tech Companies *Strategically* Embrace Outsourcing

The tech industry is maturing and using outsourcing as a strategy to deliver a more sustainable path to growth and profitability.

**65%** | of **tech companies** have several outsourcing partners who fulfill critical business processes *compared to* **28%** | of **all other organizations**

For the full results of this research, read the white paper, *The State of Outsourcing: Unveiling the Nexus of Cost, Quality, and AI.*

Download now at [supportninja.com/2024Report](https://supportninja.com/2024Report)