

OFFSHORING TRENDS

BEST PRACTICE REPORT



HOW DOES YOUR OFFSHORING (AND ONSHORING) COMPARE WITH PRE-COVID (FEBRUARY 2020)?

ANSWER CHOICES	RESPONSE
We've brought more work onshore, offshoring has reduced	16%
We've sent more work offshore, offshoring has increased	29%
No change	55%



REDUCED
OFFSHORING



INCREASED
OFFSHORING



NO CHANGE



38% of respondents to this survey reported having an offshore contact centre. It's their responses only that are presented in this section.

WHAT IS THE MAIN REASON YOU HAVE BROUGHT WORK BACK TO AUSTRALIA SINCE THE BEGINNING OF THE PANDEMIC?

For those that brought work back to Australia since the beginning of the pandemic, reasons included:

- Concerns around offshore providers managing of COVID-19
- Too difficult to manage
- Concerns around global instability and long-term impacts
- To improve customer satisfaction/sales
- To support Australian jobs and the flow on effects for our brand
- Already planning to onshore, expedited due to pandemic
- Part of our BPO strategy

IN YOUR OPINION, HAVE THE BENEFITS OF ONSHORING WORK TO AUSTRALIA OUTWEIGHED THE COSTS?

ANSWER CHOICES	RESPONSE
Yes	33%
No	11%
Too early to tell	56%



YES



NO



TOO EARLY
TO TELL



When reviewing the results in this section it is important to note that this report sought responses only from organisations with Australian based contact centres. Therefore the responses here may not be completely reflective of the whole industry.

Throughout the first half of the pandemic the Australian media highlighted stories of organisations that were “onshoring” contact centres (and jobs) as a result of the pandemic and perhaps the post-pandemic era would see this trend continue. This was lead by Telstra who have fast tracked the scaling down of its offshore contact centres.

This report however finds that while there was some returning of work to Australia, there was still a large number that increased their reliance on offshored centres. Overall 55% made no change.