

An Insider's Guide to Outsourcing

Everything a business owner should know
about outsourcing in the Philippines





An Insider's Guide to Outsourcing



A note from the author:

I have been working in the outsourcing industry in Asia for over 15 years, and the most important lesson I have learned is that providing outsourcing solutions can be very challenging. There are countless moving parts, unexpected constraints and rules one must follow.

Businesses coming to the Philippines with plans of creating their own workforce supply companies will often underestimate the planning, processes and infrastructure needed to deliver a successful solution.

I have worked closely with customers who have been remarkably successful, and others that have been unable to make it work. These experiences, whether good or bad, have taught me a lot about successful outsourcing, both as a provider and a consumer of workforce solutions.

This eBook's primary purpose is to share some of the things I have learned during my years working in the outsourcing industry. While it only provides a general overview, I think you may find it useful.

A handwritten signature in black ink that reads "Lloyd Ernst". The signature is written in a cursive, flowing style.

Lloyd Ernst
CEO, Cloudstaff

Let's start with a little bit of background...

About this eBook

This eBook exists to provide business managers and consultants who may be exploring offshoring and outsourcing opportunities in the Philippines with general information.

It contains observations, opinions, experiences and solutions from the author's point of view, and is intended to provide a general overview of the Philippines, including the challenges associated with doing business in the region.

About Cloudstaff

Cloudstaff was established in 2005 by Australian Internet pioneer and entrepreneur Lloyd Ernst. In 2010, Cloudstaff identified the Philippines as an emerging market for outsourcing services and expanded its operations to the region. As a result of the successful expansion, the company was able to extend its service offerings and grow its workforce.

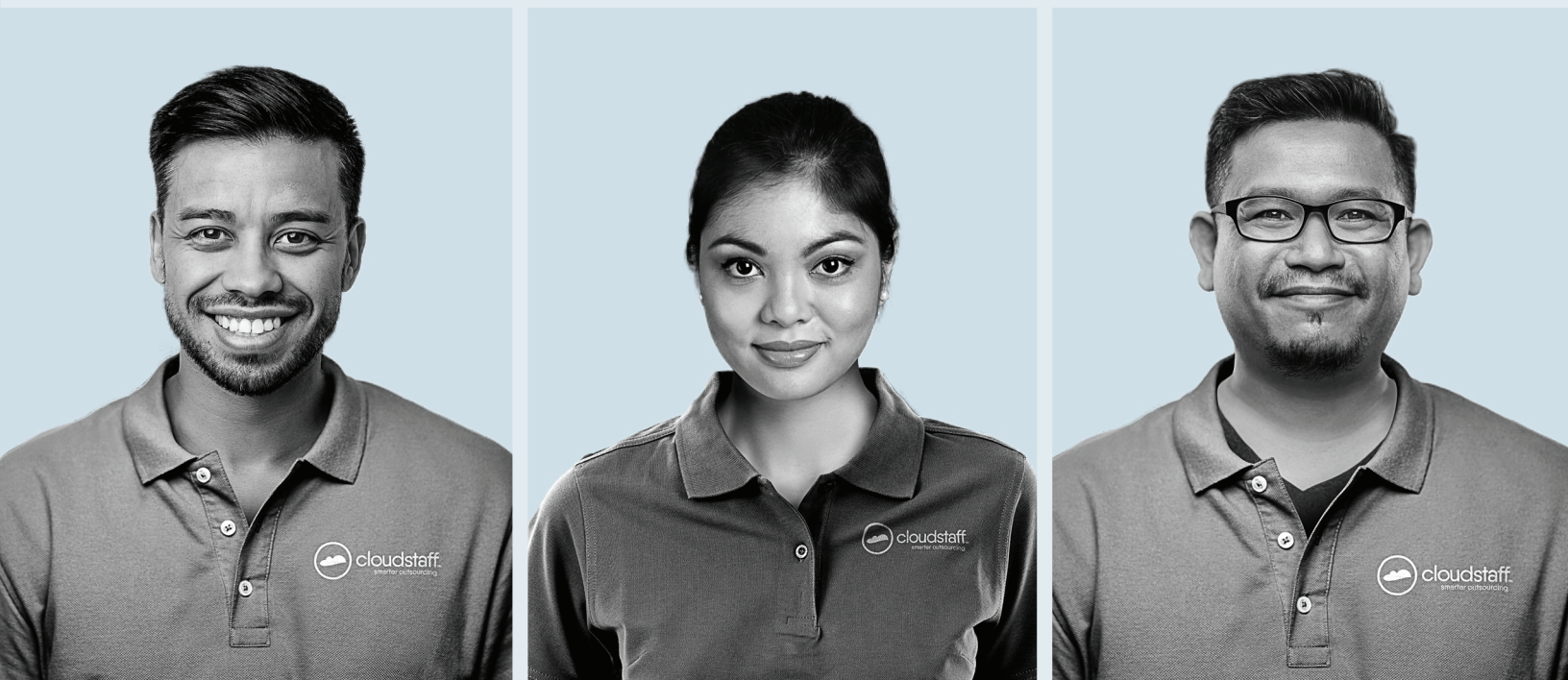
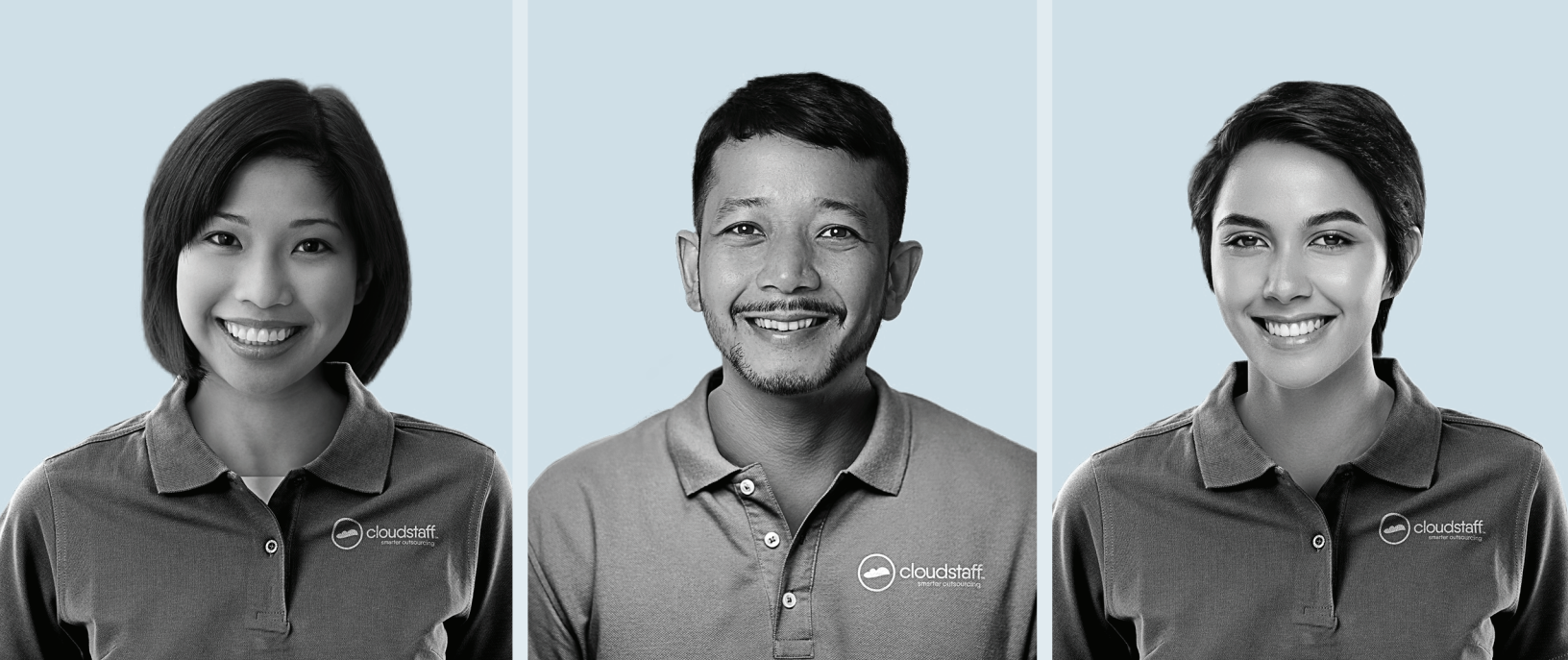
Cloudstaff is committed to creating new and exciting careers for its staff, building valuable tools and services for its global client base and the development of innovative technologies to help shape the future of the outsourcing industry.

About MyStaff

MyStaff is Cloudstaff's customer portal. It provides an interface for managing remote teams, live reports, time management, leave tracking and a number of other useful tools for staff management. **MyStaff** is available to all Cloudstaff customers.

Contents

The People and Culture	8–15
The Language	16–21
The Economy	22–27
Education	28–31
Getting Around	32–37
General Information	38–48
Successful Outsourcing	49–107
About the Philippines	108–115
Appendix	116–127
Cloudstaff	128–131



Section 1: The People and Culture of the Philippines

A warm and friendly people

The people of the Philippines are generally called “Filipinos,” although the women may be referred to as Filipinas.

They’re known for their incredible resilience, hospitality and a “don’t worry, it will be OK” attitude, and are very welcoming to local travelers and foreign visitors alike. You won’t have to look far to find a smile or a wave.

Filipinos are very generous. On special occasions, they will often prepare large quantities of food for family, friends, friends of friends and pretty much anyone else they may be hosting. In fact, they are such generous hosts that they will sometimes borrow money just to entertain guests on these occasions.

“When I first came to the Philippines, I was told that if a farmer was saving his last sheep from the flood, while carrying it on his back through the swollen waters, he would still find time to give you a warm smile and a wave. While I have never actually experienced that scenario, I have found this general sentiment to be true. “
—Lloyd

Religion is important

The Philippines is the fourth largest Christian country in the world, with about 90% of the population practicing Christianity. It is one of the two predominantly Roman Catholic nations in Asia.

In many cases, people's priorities in life reflect the cultural and spiritual importance of religion. For many in the Philippines, faith is their primary priority, followed by family, work and self, in that order.

Holy Week (Easter) and Christmas are particularly important in the Philippines. You may not see many chocolate eggs over Holy Week, but churches will be full and there will be many street processions. Christmas is also a very important religious event, with people making the most of the occasion to celebrate this special time with family and friends.

You may need to plan your business activity around religious holidays and special occasions, as staff may want to spend this time with their loved ones.



Keeping track of Philippine holidays and special events can be challenging. Cloudstaff's customer portal provides complete visibility of staff holidays and important dates, allowing you to plan your work tasks accordingly.

Family matters

In the Philippines, local culture places an enormous emphasis on family. Everyone has responsibilities and contributes what they can, regardless of age or gender. This is known as the extended family structure and is the reason you may find several generations and families living in the one home.

The achievements of loved ones are widely celebrated. Staff may request time off to attend the graduation ceremony of a child who has just completed Year Two at school—like celebrating a second-grade graduation in the States.

The family structure also provides support for the elderly and the sick. It is rare for Filipinos to place their parents in assisted living or a senior community. Normally, either the eldest child or the child with the most sufficient means will take responsibility for the care of their parents. Staff may leave a well-paying job to return home and look after the family farm or business if that is what the family needs.

“In the early days of Cloudstaff, we noticed reliable staff would sometimes be absent without giving any prior notice. We found the cause was usually an important family event. We were able to resolve this matter with education, policies and the creation of a special backup team who work with our staff and customers to ensure we can accommodate these special needs.”

—Lloyd

Respect and appreciation in the workplace, at home and everywhere

Respect and appreciation are ingrained in Philippine culture, and very important in the workplace. Acknowledging and communicating with staff in a mindful, respectful manner contributes to job satisfaction, staff retention and improved outcomes. You should never belittle or berate people publicly.

A job title is a very important part of work-life in the Philippines, providing a sense of purpose, status and respect. Choosing job titles should be taken seriously. In some instances, a better job title is even more desirable than a pay increase (of course, these things will often come together).

Certificates and awards are prized possessions, often being framed and kept on display. Verbal praise is also a very important and effective way for managers and team leads to show their appreciation.

Pasalubong is the act of gift-giving. Once closely tied to travel, this practice is now a little more general. Small gifts are given to show your staff, workmates, friends and family that you care.

One way Cloudstaff shows appreciation to the staff is the “Dream Card” reward program. Staffers are rewarded with points for attendance, event participation or work achievements. Once enough points have been collected, they can be used to bid on items on our Bid Hero auction site, enter competitions, and access special privileges.

Time moves differently here

Philippine culture tends to treat schedules as a vague guideline rather than an exact time of day. This is affectionately known as “Filipino Time.” Often, a 9am meeting may start at 9:30 or even 10am. It is generally understood that time is an approximation in the Philippines. This is, of course, a significant departure from Western time, which is much more precise and much less forgiving.

Filipino time has a compounding effect on schedules. If you are making appointments, there might be an advantage in scheduling them earlier in the day. If you are attending appointments, you may find it is better to schedule them in the afternoon to reduce delays that could impact the rest of your day.

If staff request time off for an appointment, there is a good chance the appointment they are attending will start late. This needs to be taken into account when granting part-time leave requests.

Although time is treated a little differently in the Philippines, Cloudstaff is a Western company and punctuality is a critical part of every role. The MyStaff portal provides Cloudstaff customers with complete visibility of their staff’s shift commencements, breaks and shift completion. These tools reinforce the importance of time accountability.

A culture passionate about music

It's a huge understatement to say that Filipinos love music. Whether you're in the biggest city or the smallest village, you'll always find someone singing or dancing.

Karaoke is everywhere, with many Filipino homes having their own machine. Karaoke bars are on nearly every corner, and usually stay open until the early hours of the morning. Philippine Karaoke is largely non-judgmental, but the louder you sing, the better the audience will respond.

Live music is also very popular. You can go out pretty much any time and find incredibly talented performers and musicians playing in great venues. Singing, dancing and performing seem to be a part of Filipino DNA.

Music is part of Cloudstaff's culture, too. Cloudstaffers can use the CS Radio mobile app or their web browser to tune in to one of our three professional radio stations. In addition to this, we have four karaoke lounges (where you might find me singing occasionally), three music clubs and an incredible end-of-year music festival, which features some of the biggest artists in the Philippines and, of course, our own super-talented Cloudstaffers.





Section 2: The Language



Filipino is the national language

The constitution states Filipino as the national language of the Philippines, but for purposes of communication and instruction, the official languages are Filipino and English.

Spanish was the national and official language of the Philippines for more than three centuries during Spanish colonization. Today, there are about 175 languages and dialects in the country.

Most people consider Filipino and Tagalog to be the same language. While they are actually quite different, Filipino is almost completely comprised of Tagalog words and phrases. For simplicity's sake, they are often grouped together.

Language	Native speakers
Filipino/Tagalog	26,387,855
Cebuano	21,340,000
Ilocano	7,779,000
Hiligaynon	7,000,979
Waray-Waray	3,100,000

Cloudstaff has an English First policy in the workplace. It encourages better communication and provides a wider range of exposure to less common words and phrases. However, we do find in some specialist areas, it can be an advantage to allow staff to use their preferred native language to ensure efficient and direct communication.

English is embedded in Filipino culture

English education in the Philippines started in the early 1900s, after the arrival of some 540 teachers from the United States. Soon thereafter, English became the preferred language of the Philippine government, education and legal systems.

After that, public signage, newspapers, magazines and literature also started using English writing. A recent survey indicated that 92% of the population speak and understand English as either a first or second language.

Most of the staff employed in the BPO (Business Process Outsourcing) industry are university educated and have excellent English language skills. However, you may find that the general population have varied levels of comprehension.

Cloudstaff has a dedicated training team who develop programs designed to enhance the skills of our staff and provide additional benefits to customers. One of the most popular courses we offer is our Public Speaking program. While teaching general communication, enunciation, and interaction skills, it also focuses on building confidence and helping staff understand international slang.

Accents and understanding

As we mentioned on the previous page, the Philippines has embraced English as one of its official languages. As a result, you won't experience the communication barriers associated with many other Asian nations, like China, while doing business there.

Filipinos often find American accents easier to understand than Australian or British accents. This is due to their many years of exposure to US English through television, movies and education.

In the case you are having trouble being understood, you can try these simple tips:

- Be clear and direct.
- Avoid merging syllables or running words together.
- Speak at a reasonable speed.
- Speak distinctly, not loudly.
- Do not over-emphasize non-key words.
- Have a clear break between abstract concepts.
- Be prepared to explain colloquialisms, sarcasm and sports analogies.
- Remember that your language may contain local slang or dialect that may not be recognized internationally.
- Don't use ten words when two will do.
- Understand that even if someone does not understand you, they may respond with a nod and a "Yes."

"When speaking rapidly to people who aren't lifelong English speakers, you may find that they pick out keywords and extrapolate the meaning. I used to frequently use the common Australian greeting, 'How are you going?' The response I got back was often, 'I am going over here'."

—Lloyd

“Yes” doesn’t always mean “Yes”

Filipinos, like many cultures, may put importance on saving face. If asked a question they don’t fully understand, or are uncertain of the answer, they may give a polite ‘yes’ rather than the more accurate ‘no’.

False affirmative responses may occur for a number of reasons, including:

- They didn’t hear you correctly, and don’t want to ask you to repeat yourself.
- They may be too embarrassed to admit they don’t fully understand what you are saying.
- They may not want their peers to know that they did not understand what you were saying.
- They may be trying to avoid confrontation, especially when a superior is involved.

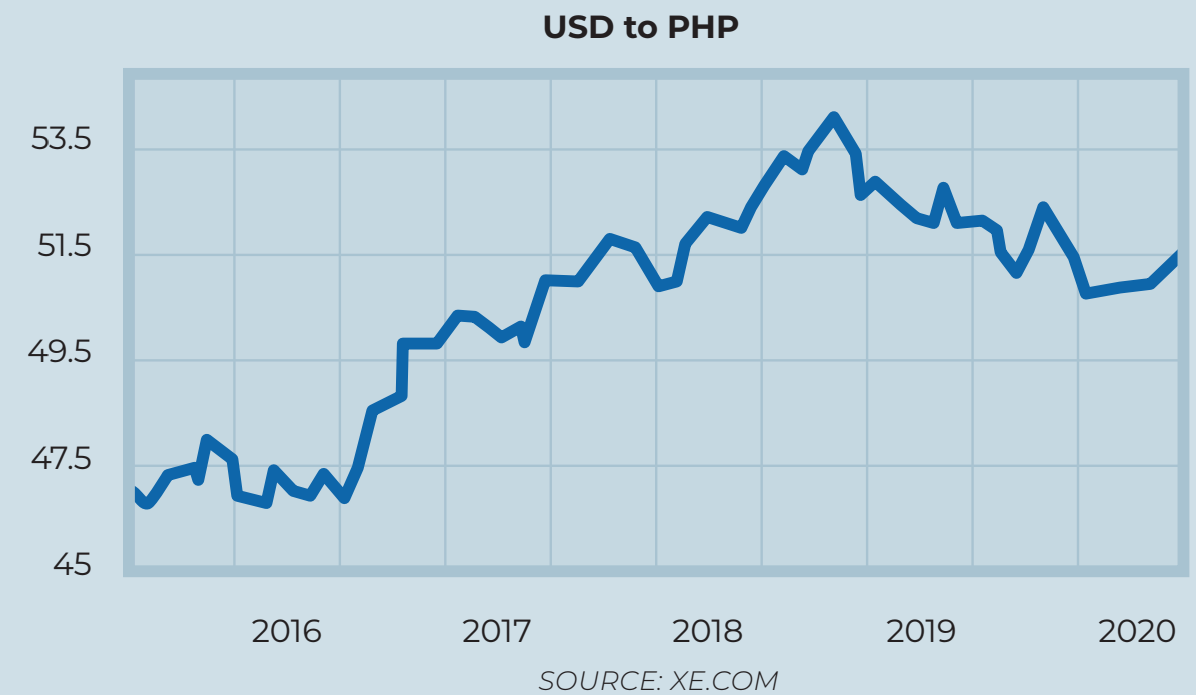
There are many non-verbal cues that indicate whether you are getting a false affirmative response, but just keep in mind, until you develop a good rapport, you may have to phrase certain questions carefully.





The Philippine Peso

The “Philippine Peso” is the official currency of the Philippines. Bills are issued in denominations of 20, 50, 100, 200, 500 and 1000 pesos. Coins are issued in denominations of one, five and ten pesos. They do have a smaller denomination called a “Centavo,” but these are rarely used.



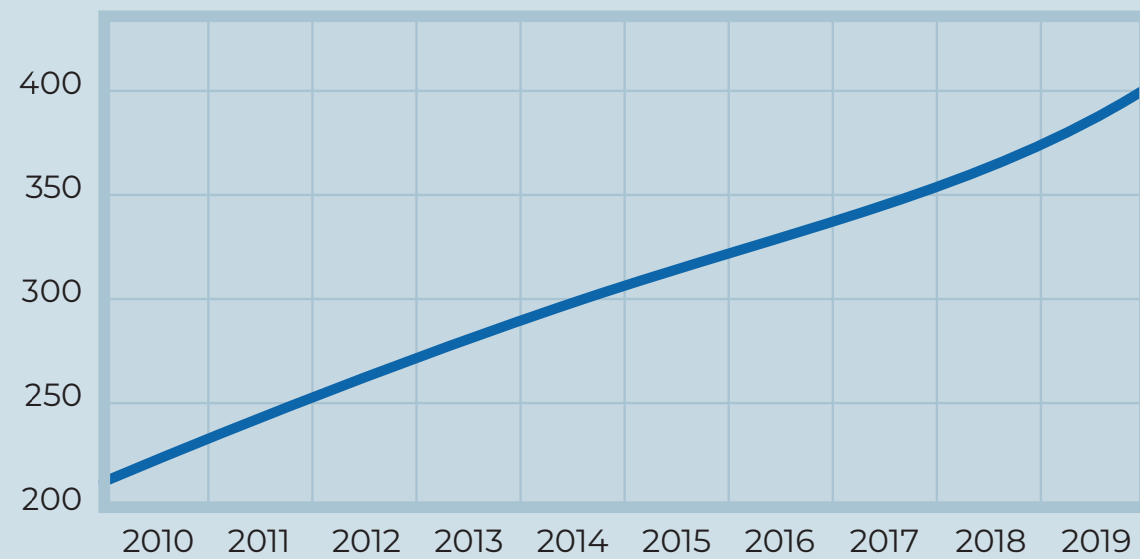
There are many currency exchange establishments you can use, but make sure you check the exchange rate first.

When visiting Cloudstaff, customers are assigned a **Customer Care Representative** for the duration of their stay. They can assist with many tasks including exchanging currency, helping with general office requirements and even being a great tour guide!

A strong economy

One of the Tiger Cub economies, the Philippines currently has the fastest growing economy in Southeast Asia, and 36th largest in the world. Propelled by a culture of hard work and an investment in education, it is expected to become the 16th largest economy by 2050.

Philippines GDP Annual Growth Rate (%)



SOURCE: WORLD BANK

The growth is fueled by the business process outsourcing (BPO) industry, which in turn is spawning a growing middle class. Despite the exceptionally strong growth, inflation is tightly managed and is currently running at 3.8%. However, this growth increases demand for highly skilled workers, especially professional-level employees.

1. The four Southeast Asian economies of Indonesia, Malaysia, the Philippines, and Thailand. Tiger Cub economy indicates that these economies are on a similar, albeit slower, growth trajectory as the original Asian tigers: Hong Kong, Singapore, South Korea, and Taiwan.



A strong economy results in inflationary and competitive pressures on local staff salaries. Cloudstaff strives to deliver a yearly efficiency dividend to customers by providing ongoing staff training, which upgrades skills and develops tools that add value for the customer.

You'll often need cash to buy things

When making a purchase, always be prepared to settle in cash. Sometimes your credit card may not process successfully, as communication and bank connection errors can be common. If a credit card terminal fails, it could be offline for maintenance for a couple weeks or so.

Some businesses may only accept bank transfers or cash. Ensure you have the provisions to make these types of payments.

“Keeping this in mind, one of the largest credit card purchases I've made in the Philippines was purchasing a Honda City (the major prize for a recent end-of-year event) and it went without a hitch. Interestingly, when the bank representative called to verify the transaction, they had family working at Cloudstaff, and wanted to know if any additional positions were available.”

—Lloyd

Supply chain challenges

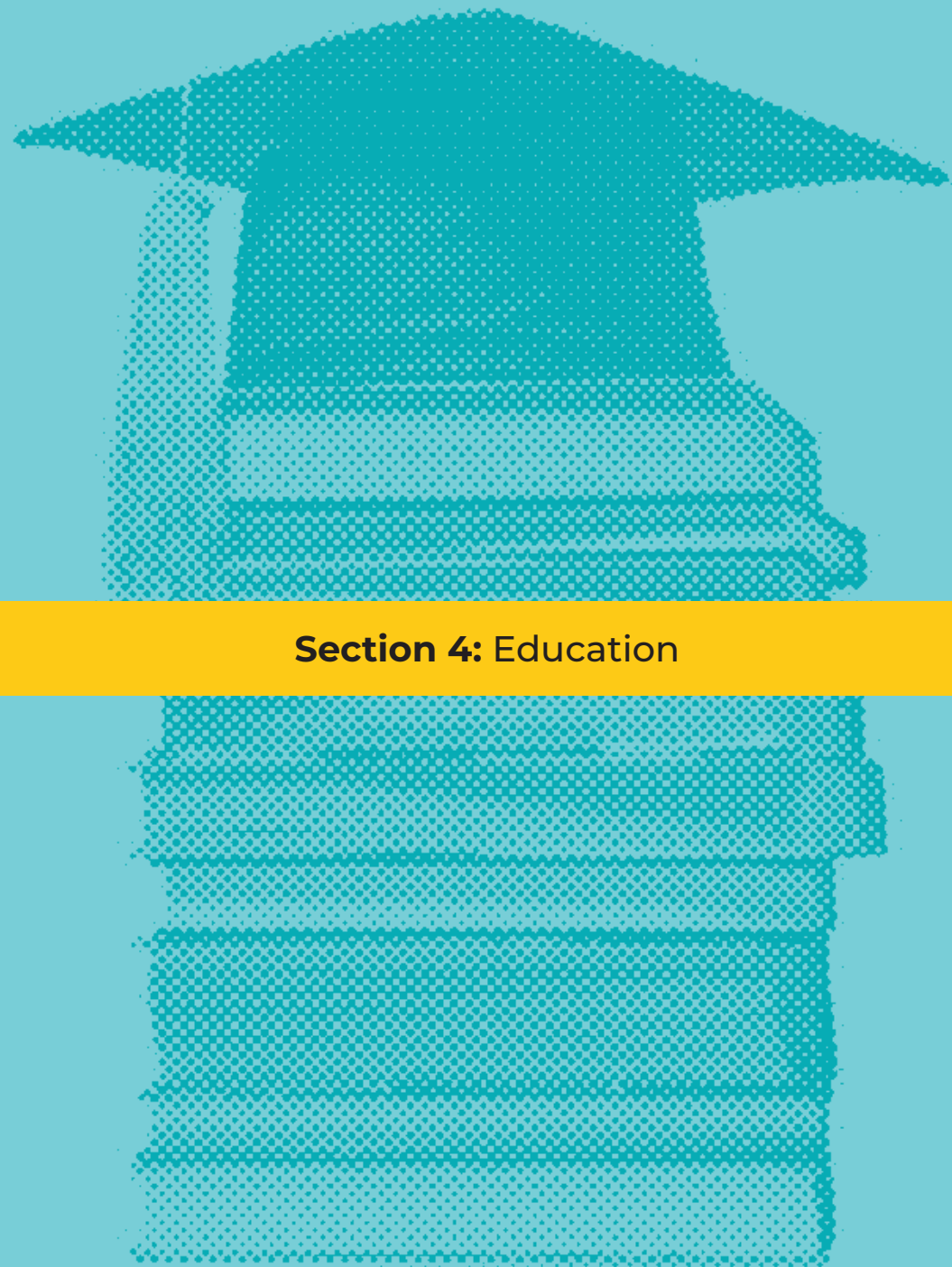
The supply chain in the Philippines may differ from most Western countries. Supplier details, stock control data, reordering statuses and re-supply information are often unavailable to staff. They have no way of knowing when, or even if, the next shipment is coming in. If you see it, buy it!

Also, you shouldn't rely on expected delivery dates for items you order, even if you have paid for them in full. The new laptop you purchased may not arrive on the expected delivery date, it could be days, weeks or even months late.

Product warranty can suffer from supply delays too. While most products have a warranty, they are often actioned by external suppliers. Sometimes, it can be months before warranty claims are returned, even on big brand products.



To help reduce supply chain frustrations, the **MyStaff** portal can be used to manage purchases for your staff. It allows Cloudstaff customers to upgrade PCs or purchase common items, like keyboards, headsets and monitors. It will even provide estimated delivery times based on stock levels, some items may be delivered in as little as 15 minutes.



Section 4: Education

The education system is strong

The Philippines has a very active tertiary education sector, with over half a million new graduates joining the labor force each year.

There are over 2,300 higher education facilities in the Philippines, and education has become a very high priority for many Filipinos. Education works to provide new opportunities for students, particularly in the areas of technology and business.

There's no way around it—education is incredibly important in a country's development. In fact, the quality of the education system may be one of the best predictors of a strong economic future.

Cloudstaff is very active in higher education, partnering with many of the region's learning facilities to provide technology, expertise, support, training and careers for the many talented students. And our commitment doesn't stop there; we've worked with universities to develop subjects based on Cloudstaff IP and processes, preparing students with both real-world experience and practical application.

A talented, intelligent workforce

Discipline	Graduates
Business Administration and related courses	142,061
Medical and Allied disciplines	110,280
Information Technology	68,178
Education and Teacher Training	65,092
Engineering and Technology	61,786
Other disciplines	26,298
Maritime	18,725
Social and Behavioral Science	13,144
Agriculture, Forestry, Fisheries and Veterinary Medicine	9,109
Service Trades	8,283
Mass Communication and Documentation	6,153
Humanities	5,362
Natural Science	4,171
Law and Jurisprudence	2,870
Architectural and Town Planning	2,268
Mathematics majors	2,094
General courses	1,863
Religion and Theology	1,280
Trade, Craft and Industrial	403



Plan around the traffic

Travel in Manila is unpredictable at best. A trip might take an hour one day and three the next. A journey between Makati and Ortigas can take from 20 minutes to three hours, and a trip from Makati to Clark (67 miles) can take from one to seven hours (up to 17 hours during wet season). At a recent concert in Manila, it took three hours just to get out of the parking lot at 11pm at night.

You have to plan your day and meetings around locations, times, peak hours, holidays and special events. A good driver will know when, and when not to travel.

“Cloudstaff’s transport partner has a team of professional drivers who know the traffic intimately. They are experts at predicting typical traffic behavior, however, I once travelled seven hours for a seven minute meeting. My advice is to have a car with lots of space, a phone, laptop, chargers and snacks to be prepared.”

—Lloyd

Ride sharing and taxis

Grab, which is like a South East Asian version of Uber, has arrived in all of the major cities, but may not be available in provincial areas. The main disadvantage with Grab is unpredictable traffic. Getting a car during peak hours can sometimes be very slow. A driver can be a quarter mile away from you, but the estimated pickup time could still be 20 to 40 minutes.

Taxis are fairly reliable, but you should still have a good idea of where you are and where you're going. It's also a good idea to get an estimate of the cost before you start your journey. The most common complaint about taxis is the cleanliness and condition of the vehicle. Also, as in many countries, be wary of scams—people in business attire may be a target.



Should you just drive yourself?

Unless you have experience driving in Philippine traffic and a good knowledge of the areas you're traveling in, you should probably avoid driving yourself. Unexpected road closures, upgrades, dense traffic and general driving culture can be stressful and challenging for foreign drivers.

If you do choose to drive yourself, be aware that traffic conditions and enforcement are unpredictable. If you happen to be involved in an accident, determining who is at fault can often be difficult. Road rules can be summarized as "mostly right".

If you are relying on GPS navigation, you might find that due to connectivity and latency issues in transit, WAZE and other navigation software aren't reliable 100% of the time. You'll still need a basic idea of where you are going.

Many parts of the Philippines use a system of plate coding to reduce traffic congestion, which means driving restrictions will apply on certain days depending on your license plate number. The coding system varies between regions, so remember to check before you drive.

How to hire a car or driver

Cars and drivers can be hired daily for a relatively low cost, especially when you consider the benefits of not having to deal with unpredictable traffic, unexpected road closures, diversions or getting lost.

Rather than wasting your time stuck behind the wheel of a car in traffic, you could be relaxing, grabbing a quick nap or catching up on email.

Cloudstaff Guest Services can provide customers with a driver and car for the duration of their stay. Customers then use the Cloudstaff Tap mobile app to keep in touch with their driver for organizing pickup times and locations. Tap can even help them find their way to the office or hotel.

Other transportation options

If you're an adventure-seeker, you could try one of the other common forms of transport in the Philippines.

Jeepneys

Jeepneys are probably the most popular and cost-effective transportation option in the country. They have their own set routes and operate similarly to public transport. You can hail a jeepney like a cab, by raising your hand to get the driver's attention when you see one. But some drivers may just stop to see if you want to hop in. Think of them as sort of a bus and taxi hybrid.

When getting into a jeepney, you'll pay a small fare. This is usually passed from passenger to passenger until it gets to the driver, like buying a hot dog at a baseball game. Make sure you have small notes or coins—fares are cheap and drivers carry limited change. Once you've paid, just sit back and enjoy the trip. When you get to your destination you say "Para", which means "Pull Over" or "Stop."

Tricycles

Tricycles are a great way to travel short distances. Unlike jeepneys, trikes don't have set routes. You travel point-to-point. The fare depends on location, distance and whether it's a shared ride or dedicated. You should always agree on a price before departure. If you can't, there will almost always be a nearby alternative driver. Trikes are subject to some travel restrictions. Check with the driver if you're unsure about your route.

Buses

Buses can be great for longer trips, but understand that they're not always air-conditioned and can be a little crowded. It's also easy to find bus terminals a little confusing, with so many buses and no clear instruction as to which one you're trying to take.



Section 6: General Information

Smartphones are the primary device in the Philippines

For many people in the Philippines, their smartphone acts as their personal computer. There are a number of reasons for this, but the most common is affordability. Purchasing a phone is a significant financial commitment, and many people can't afford both a laptop and a smartphone.

User requirements are also a driving factor. Modern smartphones are very capable devices. For many people, they meet their needs for entertainment, communication and even document creation and editing.

While most people would love to own the latest iPhone™ (often considered a status symbol), Android™ has the majority share of the market due to the lower cost and less-restrictive application model.

Cloudstaff has committed to a mobile-first strategy. The technology we develop is designed to deliver a complete experience on all modern mobile devices. All Cloudstaffers have access to the platforms needed to perform their job via their mobile phone. The **Cloudstaff mobile ecosystem** empowers staff, giving them the ability to check their schedules, manage their tasks, book a meeting room, request support and much more.

Food and water

The cuisine here is very diverse. It has influences from countries like Spain, China, France, the United States, and other parts of Asia.

Popular local dishes include Adobo (meat or poultry marinated in soy sauce), Dinengdeng (a vegetable soup with a shrimp paste base), Sisig (a traditional snack normally enjoyed with a beer), Kare-kare (oxtail stew) and Estofado (a deep-fried meat dish served with potatoes). While other parts of the world consider rice a side dish or ingredient, it's a staple of pretty much every Filipino diet.

For dessert, save room for flan, sweetened rice cakes, ambrosia salads, caramel custards and the legendary halo-halo.

Drinking water

You should only drink bottled water from reputable vendors, as some street vendors may refill empty bottles. Tap water, even in larger cities, is not always suitable for direct consumption. Because of the risk of contracting amoebiasis, you should drink only bottled water whenever possible. If only tap water is available, boil it at least 5 minutes before drinking.

Buko juice, another term for coconut juice, is also safe, and pretty delicious. It's packed with electrolytes, and many places will serve it on the spot from a freshly cracked coconut.

White rice is such a big part of the country's diet that the government mandated a Rice Allowance as a part of standard employee benefits. The rice allowance is a required inclusion in a staff wage package, and is non-taxable.

Tipping and giving money

Because service industry wages are so low, tips are an important part of an employee's income. Tipping is entirely up to your discretion, but there are guidelines similar to those in the United States. It's typical to leave a 10-20% tip in most restaurants.

Street vendors don't usually expect tips, but if you choose to leave one, it's usually very well-received. It's also typical to offer parking and bathroom attendants a few bucks for their efforts. You aren't normally expected to tip staff at Western-style supermarkets and department stores.

If you're asked for money on the street, be very careful about giving cash, particularly to children. If word gets out, you can find yourself surrounded by people asking for money. If you'd like to give something, consider offering food instead.

Alcohol is less regulated than in the US

There is no Responsible Service of Alcohol program in the Philippines. Restaurants, hotels and bars may be generous with spirits, since they're often cheaper than the mixer. Enjoy your drinks, but keep in mind that they may be a little stronger than in the establishments you're used to.

We would encourage you to prioritize responsible drinking—excessive alcohol consumption is one of the primary causes of incidents for visitors in the Philippines.



About bathrooms

While the Philippines doesn't use the squat toilets some other Asian countries do, you may find toilet paper kept on a dispenser outside the stalls. Sometimes, there's no toilet paper at all. You should be prepared—it might be a good idea to carry some with you in case you wind up in one of these spots.

While public toilets (locally known as comfort rooms or CRs) in shopping centers and hotels may make you feel right at home, you may find that smaller venues and businesses offer a little less privacy than you're used to.

Another thing to watch out for: not all bathrooms are free to use. From time to time, you might run into bathrooms that have an attendant or tip box. Sometimes, you may be expected to leave a small contribution toward the cleaning and maintenance of the facility.

Armed guards are everywhere, and it's normal

For visitors to the country, one of the first things you'll notice is the armed security guards almost everywhere. You'll see them posted at banks, malls, stores, restaurants, hotels and many other businesses.

When you enter a mall or parking lot, security guards will check your vehicle, bags and might even pat you down. This is standard procedure and a requirement for entry to many places.

While the presence of security guards is primarily to deter criminals, they perform a wide range of services and are very polite and helpful. If you have a question or need a hand, don't be afraid to ask.

Cloudstaff posts security guards at all office entry and exit points. Our guards are specifically trained for the tasks they perform and are equipped with technology and tools that help streamline our security processes, delivering a better experience for our customers and guests.

Don't be too flashy

When visiting the Philippines (or any emerging economy), it's a good idea not to attract too much attention. Wear casual attire and leave jewelry at home or in your hotel safe when possible.

If you're going to carry valuables, keep them in a bag or satchel with a zipper. It's best to carry your bag on your side or chest, and make sure it's always zipped up and secured.

You should also consider carrying your phone and wallet in your bag or front pockets. If you're from a bigger city in the US, you get it. While having your pockets picked is unlikely, why take the chance?

If you're visiting Asia for the first time, the Philippines can be a little daunting. **Cloudstaff Guest Services** assign dedicated staff to our guests for the duration of their stay to ensure an enjoyable, trouble-free visit. They are available to accompany guests when shopping, going out to dinner or doing tourist activities. Cloudstaff Guest Services are available 24/7.

Always carry emergency contact details on your person

Ensure you have valid ID, emergency contact numbers and details of any medical conditions or allergies with you at all times during your stay in the Philippines. Not doing so could result in delayed medical care in the event of an emergency.

In the rare circumstance you are unconscious, medical staff must have access to vital emergency information, including next of kin and method of payment. If this information is not available, medical treatment may be withheld.

Cloudstaff visitors are asked to provide all relevant emergency information prior to arrival. Upon arrival in the Philippines, they are presented with a personal emergency contact card that contains all vital emergency details. Medical staff can also call Cloudstaff's 24/7 Priority Line for any additional information they may need.

Avoid “Fixers”

A fixer is somebody who makes special arrangements to expedite desired outcomes, often through unlawful methods, in exchange for a fee or bribe. It may be tempting to pay under the table to get a favorable decision or outcome, but it’s never worth the risk.

Fixers are illegal. The Anti-Red Tape Law of 2007 (R.A. 9485) imposes stiff penalties on fixers, including prison sentences and large fines. You even risk being charged at home for paying bribes to officials in foreign countries.

Section 7: Successful Outsourcing

Why outsourcing can fail

There's no shortage of stories about failed outsourcing attempts; many companies have simply been unable to make it work. A successful outsourcing partnership requires both a proven outsourcing partner and a commitment from the customer to invest time in training, processes and staff engagement.

Choosing your outsourcing partner

When choosing your outsourcing partner, you need to take into account their longevity, profitability, experience, service offerings and customer satisfaction scores. They should be able to demonstrate a proven track record of delivering successful outsourcing solutions.

One common mistake businesses make when choosing an outsourcing provider is not carefully checking staff retention scores. High turnover is a major factor in failed outsourcing attempts because it's often overlooked. High staff turnover dramatically increases costs, reduces productivity, and destabilizes the entire team.

Commitment to the team

Having a great outsourcing partner isn't enough to guarantee success. You must commit the time and resources to ensure your staff are well-trained and have the tools they need to perform their assigned tasks. If you engage with your team, you'll usually see increases in their job satisfaction, loyalty and outcome delivery. Creating a great remote team does require some effort, especially in the early stages, but the benefits quickly become apparent.

Cloudstaff's personal Account Managers and Success Pilots are highly trained industry experts ready to help onboard your team members and get you on the right track. In the first few weeks, they help you set up and establish the team's cadence and establish your core KPIs.

Common failures

Lack of process

For outsourcing tasks to be efficient, a clearly defined process needs to be created, evaluated and refined. It should contain more effort than a page of bullet points.

Insufficient training

Training is vital for success. Some companies train staff for up to three months prior to active engagement.

Lack of specific knowledge within an industry

Customers assume that because staff speak good English, they understand the customer's industry.

Low productivity

Customers need to engage with their staff and make expectations clear.

Cultural Imbalance

Western managers may not understand culturally sensitive situations.

Inability to find the right staff

Customers did not realistically define the role they needed. Some customers have unrealistic expectations of candidates.

Technology issues

General technology and connectivity issues can prevent even the most efficient staff from performing their tasks. You need to check that the BPO can provide the tech needed for staff to do their jobs efficiently with minimal downtime.

Difficulty retaining staff

Staff retention is both the responsibility of the BPO (retention programs, issue resolution, work environment, general management, general training) and the customer (wages, workload, working conditions, team management, specific training).

Tips for successful outsourcing

While there are many approaches to creating a successful outsourcing business, most are based on the same core methodology. Decide what you want to do, know how you're going to do it, understand the risks and maintain your momentum.

Steps for creating a successful outsourcing company:

- Develop your own strategy and vision
- Clearly define the services you aim to deliver
- Consider how you'll achieve your goals (including choosing your management structure and your staff acquisition/retention strategy)
- Understand the issues around managing your infrastructure and technology layers
- Plan how you will acquire, construct, and manage core assets
- Manage the enterprise risks, compliance, remediation, and resiliency
- Manage external relationships

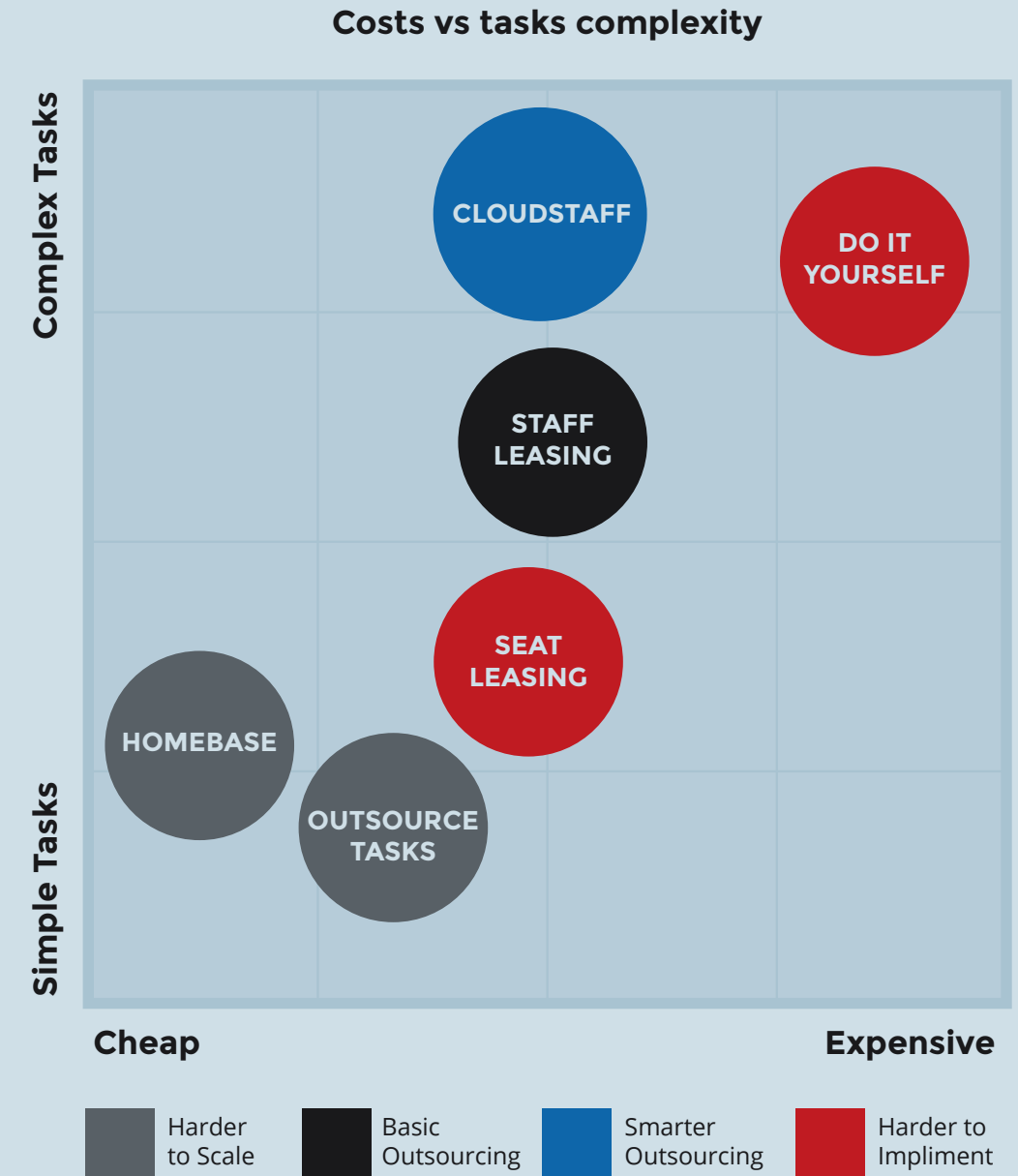


Outsourcing Models

Function	Home Based <small>You hire staff and they work from home.</small>	Seat Leasing <small>You hire staff and rent office space.</small>	Staff Leasing <small>You pay a fee for staff and workspace.</small>	DIY <small>You set up your own BPO.</small>
Setup				
Difficulty	Medium	Medium	Easy	Hard
Risk	Low	Medium	Low	High
Staffing responsibilities				
Employed by	?	You	Provider	You
Taxes and benefits	?	You	Provider	You
Recruitment	You	You	Provider+You	You
Performance	You	You	Provider	You
HR and retention	You	You	Provider	You
Office and administration responsibilities				
Leases	?	Provider	Provider	You
Maintenance	?	Provider	Provider	You
Infrastructure	?	Provider	Provider	You
Security	?	Provider	Provider	You
IT Support	?	Provider	Provider	You
Purchasing	?	Provider	Provider	You
Legal	?	You	Provider	You

Know what you want

It is important to clearly define the types of tasks you need your team to perform, both now and in the future, so you can plan your budgets and manage scalability.



Choosing the right location

No matter which outsourcing model you choose to use, location matters. There are many factors you need to consider before choosing a location for your operations center.

- Risk of natural disasters (see more starting on page 97).
- Physical security risks and terrorism.
- Proximity to high-risk infrastructure.
- Risk that may interrupt supply chains.
- Convenience for customers and guests.
- Access to ample power and connectivity.
- Disaster recovery and business continuity.
- Access to special talent pools.
- Proximity to education centers.
- Proximity to residential housing.
- Proximity to low-risk transit infrastructure.
- Proximity to facilities for staff.
- Will it complement existing sites?
- Will the location accommodate future scalability?
- Is the location strategically sound?

Even if you only need a single office initially, you should have a multi-location strategy in mind. There are three good reasons for this. First, some areas have specialized talent pools that you may want to take advantage of. Secondly, multiple locations provide workplace options for staff. This can dramatically reduce their travel time and increase retention. Thirdly, and most importantly, it is vital for disaster recovery and business continuity planning.



Ayala Avenue through Makati financial district.

The largest cities

Of the most populous cities in the Philippines, six are in Luzon. They adjoin each other and merge to form one large, continuous built up area.

City Name	Population	Geography
Quezon City	2,936,116	North
Manila	1,780,148	North
Davao City	1,632,588	South
Cebu City	922,611	Central
Zamboanga City	861,799	South
Taguig	804,915	North
Antipolo	776,386	North
Pasig	755,300	North
Cagayan de Oro	675,950	South



Cloudstaff's customer portal provides detailed information on all Cloudstaff operation centers. It can be used to access an overview of the geography, security and features of each center. It also provides useful staff-centric information, including specializations and availability, housing availability, transportation options and average staff travel time.

Makati

Makati is a city in the Metro Manila region, as well as the country's primary financial hub. It's known for the skyscrapers and shopping malls of the central business district, and for the Ayala Triangle Gardens. Makati City's population is roughly 580,000, although during the day the population is believed to increase to over 1,000,000 because of the number of daily commuters.

Staff perspective		
Accommodation		★★
Food costs		★★
Travel time	60-120 minutes	★★★★
Prestige		★★★★★
Facilities		★★★★★
Customer perspective		
Business advantages		★★★★★
Proximity to airport	60 minutes	★★★★★
Traffic		★
Safety	Mild street crime	★★★★★
Facilities		★★★★★

Ortigas

Ortigas is a financial and central business district located on the boundaries of Pasig, Mandaluyong and Quezon City. It is Metro Manila's second most important business district after Makati. It is home to many shopping malls, skyscrapers, bars and restaurants.

Staff perspective		
Accommodation		★★★★
Food costs		★★★★
Travel time	60 minutes	★★★★★
Prestige		★★★★
Facilities		★★★★★
Customer perspective		
Business advantages		★★★★★
Proximity to airport	60-120 minutes	★★★★
Traffic		★
Safety	Mild street crime	★★★★
Facilities		★★★★★

Cebu

Cebu is one of the most developed provinces in the Philippines, with Cebu City as the main center of commerce, trade, education and industry in the Visayas region. In a decade, it has transformed into a global hub for shipping, furniture making, tourism, business processing services and heavy industry.

Staff perspective		
Accommodation		★★★★
Food costs		★★★★
Travel time	30-120 minutes	★★★
Prestige		★★★★
Facilities		★★★★
Customer perspective		
Business advantages		★★★★
Proximity to airport	Limited flight destinations	★★★
Traffic	Congested	★★
Safety		★★★★
Facilities		★★★★

Metro Clark

Located approximately 80 km (50 miles) north of Manila, The Metro Clark region is a thriving hub for the outsourcing industry. Centered around a former US airbase, the region is now classified as a special economic zone which has seen it become a very attractive destination for business owners and investors.

Staff perspective		
Accommodation		★★★★
Food costs		★★★★★
Travel time	45 minutes	★★★★
Prestige		★★★
Facilities		★★★★
Customer perspective		
Business advantages		★★★★★
Proximity to airport	60 minutes	★★★★★
Traffic		★★★
Safety	Monitor travel warnings	★★★★
Facilities		★★★★★

What roles can be performed

While there are many diverse roles that are well-suited to outsourcing, they can typically be grouped into three primary categories:

Call center staff

These staff specialize in making inbound and outbound calls. While they typically operate on a clearly defined workflow with scripts, the variety of tasks they may perform is very diverse. Call center staff account for the majority of all BPO workers in the Philippines.

Data processing and encoding

This category includes roles like Medical Encoders, Data Miners and Transcriptionists. Their tasks are typically procedural, but these workers may also perform more complex tasks or workflows that require specialized skills. These types of tasks may include post-processing, analyzing, assessing and validating data or result sets.

Highly skilled professionals

This category is incredibly diverse, and includes roles such as Software Developers, QA staff, Creatives, Quantity Surveyors, CPAs and most other professional vocations. These roles are the most challenging roles to fill, but can offer the highest value ROI for customers.



Cloudstaff's customer portal is designed to accommodate multi-departmental teams and can help you successfully engage staff in any of these categories. Appendix C contains a list of existing roles that Cloudstaff can source for customers from our extensive, pre-qualified candidate pool.

What languages are supported

While English is very widespread in the Western world, there is often a need to support other languages in the course of doing business, especially since geography is no longer a business constraint and remote workforces are becoming more common.

English

Because the Philippines has embraced English as one of its official languages, the country does not have the communication barriers that you'll find in other Asian countries. The quality of English writing, speaking and comprehension is very high, especially amongst graduates.

A business hub for the rest of Asia

The Philippines is the perfect location to base business operations in Asia. Because it integrates so well with Western businesses, it can act as a central hub for the rest of Asia, providing a single point of communication for the entire region. Staff based in the Philippines can manage communications to other business units in Asia and around the world.

An ideal meeting place

Visitors can freely travel to the Philippines without the need for travel visas, with flights being frequent and economical. This makes it the perfect place to base your business's Asian operations. It removes many of the travel and communication challenges associated with the global businesses experience.

In addition to the Philippines, Cloudstaff can provide outsourcing solutions in China, Hong Kong SAR, Korea, Japan, Thailand, Indonesia, Cambodia and Singapore on request. We are continuing to expand our operational footprint to include even more locations.

Working hours and shifts

While outsourcing has many obvious advantages, it can also remove the constraints of regular working hours, allowing your company to maximize a 24-hour work cycle.

A 24-hour work cycle allows you to time-shift functions within your company to increase efficiency and reduce outcome delivery times. It also gives you the ability to cost-effectively offer your customers extended hours of operation.

Most BPOs operate a Morning, Mid, and Night shift (local time) to deliver 24-hour coverage. Shift times will vary between BPOs, but they are usually aligned with the US, UK and Australian time zones. A night differential must be paid and is usually in the order of 10% on top of standard wages.

Night shift is very common

Working night shift in the Philippines is very common—around 50% of BPO staff work nights. Night shift labor is more expensive than day shift, but still a fraction of what it costs in many Western countries.

Due to time zone differences, night shift is usually utilized to synchronize working hours with operations in the home country. However, it can also be used to extend working hours or time shift tasks that may be reducing daily productivity.

Cloudstaff operates 24/7 and has three base shifts: Morning, Mid, and Night. These accommodate most business needs and time zones. While these shifts satisfy the needs of most customers, they can also be customized to accommodate individual business needs.

Time shifting of tasks

Many BPOs operate 24/7, giving you the ability to cost-effectively run up to three shifts a day.

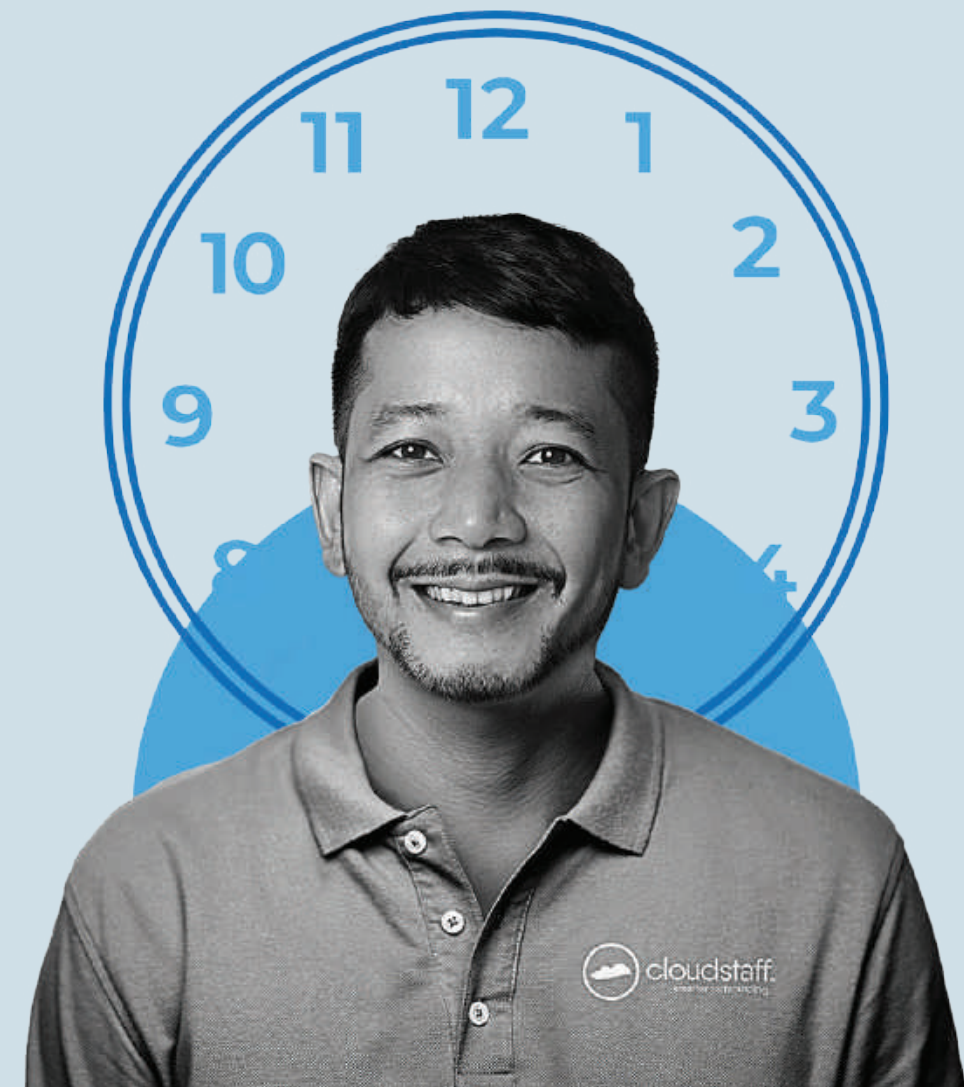
One way to take advantage of this extended daily work cycle is to time shift tasks. This effectively frees up your company's valuable daylight hours by moving some tasks to Mid or Night shifts, giving you the opportunity to dramatically improve efficiency and reduce bottlenecks within your organization.

Overnight Research

A company may employ a team of people that work the Night shift performing Data Mining and Data Cleaning functions to support the Sales team. Each morning when the Sales team arrives, their previous day's administration is complete with a new daily list of leads ready and waiting for them.

After-Hours Testing

A team of Software Testers work the Mid shift, timed to provide a window of three hours when their shift overlaps the Development team's shift. Testing tasks can be handed over cleanly during the shift transition and testing can commence on shared systems without affecting the Development team's workflow. When the development team arrives the next day, they have the reports of all known issues discovered from the previous day's development.



Management options

Management structures for your outsourced team can vary depending on the type of outsourcing model and provider you choose. Businesses that bypass a traditional BPO provider like Cloudstaff will need to set everything up themselves with a local management structure, while working with an outsourcing provider typically lets you take advantage of BPO management.

Local Management

If you choose local management, you assume full responsibility for the entire operational management of your team. You also need to decide what management structure and composition you're going to use (local staff, expatriate or a combination of both). It's a good idea to share the management roles between local and expatriate staff to take full advantage of their respective experience and understanding of local business practices and culture. Local management usually requires a number of managers to perform the various roles required to run your team.

BPO Management

With BPO management, the BPO assumes most of the operational management tasks, allowing you to focus on your team at a process level.

Business culture and management

You need to take local culture into account when choosing your management team due to the significant influence it has on local business practices.

The managerial attributes required to perform specific roles may vary. Some roles are better suited to Filipino managers, while others may benefit from an expatriate manager's experience. If chosen wisely, these staff will complement and support one another.

These cultural differences will also affect how each manager runs their departments, and could affect things such as hiring staff, creating processes and outcome delivery. You may find that some global guidelines are needed to ensure a cohesive overall management structure.

In some cultures, it might be considered a sound management practice to hire staff they know and trust, like friends and family. However, in other cultures this would be considered nepotism or cronyism.

In most Western countries, titles are important to define the role performed. However, in the Philippines, titles define both the role and status of the staff member. Here, a title is an achievement and commands respect.

Expatriate management

Having an expatriate manager on site can be very beneficial, but works out best if they have experience managing staff in the Philippines specifically. Understanding the culture and having a firm grasp on customs and business practices goes a long way.

While it may seem exciting to work in another country, there are challenges for expatriates working in the Philippines. The expat community is small, goods can be expensive, traffic is confusing and there are some cultural differences. Unless they're long term Philippine residents, expats may start to get homesick after a year or two.

The real cost of an expatriate manager

The cost of an expatriate manager can be more than you'd expect. Depending on experience, you may need to budget around \$200k USD per year for a typical package.

Standard packages for a Westerner may include:

- Western salary, taxes and visas
- Accommodation
- Medical insurance
- Transportation
- Travel allowances and Airfares

BPO management

With this style, most operational management is handled by the BPO. The management team usually consists of a mix of Filipino and expat managers who specialize in different roles to ensure understanding of custom practice and law in both jurisdictions.

Because the heavy lifting is performed by the BPO, you can focus on the operation of your team at the process level and leave all the time-consuming management tasks to someone else.

Functions provided by BPO management include:

- Recruitment
- Human Resources
- Information Technology
- Support Services

Tasks that are handled by BPO management may include:

- Pay increase requests
- Workplace complaints
- Staff disputes
- Emergency loans
- Family issues and emergencies that may affect work

Internal team structure

There are many different strategies regarding team composition, but at Cloudstaff, we use what is called the Pioneer/Team Champ structure, which has proven to be very effective.

When forming your remote team, one of your priorities should be appointing a Pioneer. This candidate should display basic leadership qualities, have good communication skills and efficiently manage and prioritize tasks. This is a very important role, as they will work closely with your other staff and teams to ensure deliverables are met and important operational information is communicated to upper management.

Team Champs report to the Pioneer. They provide leadership within their teams and keep the Pioneer informed of progress on current tasks, achievements, recommendations and disruptions.

A Pioneer can successfully manage a team of up to 50 staff, while a Team Champ can typically manage ten or so.



Recruitment

Finding and selecting staff can be very time consuming and expensive. There are many challenges in recruiting, especially if you're not in the same country or don't fully understand local employment practices and culture.

A major advantage of working with a BPO provider like Cloudstaff is that the vendor manages recruitment. You'll usually be presented with a shortlist of suitable candidates to interview.

Obviously, great candidates are usually in high demand, so if you wait too long before making an offer, they might accept another position while waiting for you to decide. You shouldn't wait more than 10 days between interview and offer.

Many BPOs will allow you to replace a new hire in the first 90 days if they are not meeting expectations.

Human Resources

In the Philippines, Human Resources are typically responsible for negotiating job offers, creating employment contracts and onboarding new staff. This is a very formal process, and the candidate needs clearance from various government departments before they can be hired.

On any given day, Human Resources are responsible for employee relations, benefit programs, training and addressing questions and requests from staff.

Due to the nature of Human Resources work, they need to fully understand the local culture and be up to date with current labor laws. It's usually best to employ very experienced Filipino HR professionals for these roles.

If you choose to manage HR yourself, it is absolutely vital that you select staff for these roles very carefully. Not understanding local labor laws or having the wrong personality types in your HR department can have a catastrophic effect on your business.

Employee termination

Terminating an employee in the Philippines can be a complex process and needs to be taken seriously, as the employer bears the burden of proof on whether the dismissal is legal.

An employee may question the legality of their dismissal by lodging a complaint with the Labor Arbiter of the National Labor Relations Commission (NLRC) based on substantive or procedural grounds. The substantive aspect pertains to the absence of a just or authorized cause for dismissal. The procedural aspect refers to the notice of termination.

An employee who is found to have been dismissed without just cause is entitled to any, or all of the following:

- Reinstatement without loss of seniority rights, or severance pay if reinstatement is impossible.
- Full back-wages, inclusive of allowances and other benefits or their monetary equivalent from the time compensation was withheld to the time of reinstatement.
- Damages and attorney's fees if the dismissal was done in bad faith.

One of the many advantages of the Cloudstaff model is that if a staff member needs to be terminated, the BPO's management team handles the entire process in line with local labor laws.

Constructive dismissal

Constructive dismissal happens when an employer has committed a breach of contract resulting in the staff member's involuntary resignation in response to conduct of the employer. The employee is entitled to consider that they have been officially dismissed.

If an employee claims a constructive dismissal, the employer has to prove that their managerial actions did not result in their being let go.

A constructive dismissal may occur when:

- Continued employment becomes impossible, unreasonable or unlikely.
- The staff member is demoted or has their pay reduced.
- Clear discrimination, insensibility or disdain by the employer becomes unbearable to the staff member.
- A staff member is transferred against their will without due cause.
- An unjustified management action is prejudicial to the employee.

Technical Support

When dealing with networking, hardware or software, it's vital to have an experienced team of qualified IT professionals who can rapidly respond to and resolve issues that may affect staff productivity.

A finely tuned office support team can increase productivity and dramatically reduce downtime. They're not only responsible for fixing issues—they also should proactively look for ways to improve systems and reduce the risks of future outages.



The Cloudstaff Technical Support team is designed to scale with the company, maintaining a firm ratio of support resources to staff. Cloudstaff has developed a number of technologies and mobile applications, such as **Cloudstaff Tap**, **Buzz** and **UberTicket** that streamline the support request process.

Connectivity and associated challenges

High-quality connectivity is critical to almost every aspect of outsourcing. Many tasks remote staff perform rely on a fast, low-latency internet connection.

Poor quality internet can result in:

- Communication issues (VoIP, video conferencing, audio chat)
- The inability to perform cloud-based tasks
- Issues with remote file stores and backups
- Poor performance from online applications (Google Docs, Office 365)
- Slow responses from Terminal Servers
- Lost work

ISPs may route data out of the Philippines through several different paths. Sometimes, one path offers a significant improvement over another. However, the performance of these paths can change on a daily basis. A link may be performing well one day, but is slow or unresponsive the next.

These types of issues need to be taken into account when designing your network infrastructure.

Cloudstaff maintains links to all major internet services in the Philippines. We constantly monitor network performance and have designed our system to give us high levels of control over how our data is routed. At the time of publication we have 7 ISP partners with a total of 27 links and a total bandwidth of over 1.8 Gbps.



Time off and holidays

Philippine holidays

There are about eighteen officially gazetted holidays in the Philippines each year, however, local mayors, governors and the president can declare special non-working holidays with as little as 48 hours notice.

Choosing a holiday calendar

When setting up a team in the Philippines, you will need to choose which holiday calendar best suits your business. Most companies choose to have their Filipino staff follow their home holiday calendar so their team works the same days as their customers. But, it is important to understand that some Filipino holidays have special significance. Staff may want to spend these special holidays with family, even though they may be regular work days.

Annual leave and sick days

Staff are entitled to twelve days off each year, made up of six annual leave days and six sick days (although sick days can be used for any purpose).

Cloudstaff works with customers and staff to help manage these special holidays. Typically, these special Filipino holidays are swapped with a public holiday in the customer's home country, this is known as "Holiday Offsetting"

The Cloudstaff customer portal helps customers manage their staff holidays and time off.



Providing a positive work environment

It's important to provide a safe, modern work environment. A well-designed workplace can increase staff efficiency, reduce sick days and improve both staff retention and morale.

It's also important to set the tone for staff behavior by creating workplace policies. One of the biggest mistakes companies make regarding staff is not clearly setting their expectations. It's much easier to set behaviors than to change them.

Staff recognition awards and perks are also an important part of a positive company culture. They provide positive reinforcement and encouragement. If executed well, this could help build a happier and more efficient workplace. It's important to let your staff know they're appreciated.

Cloudstaff offices are designed with both productivity and fun in mind. We provide break-out rooms with video games, pool tables, ping-pong and more. We do our best to make our staff feel right at home.

Staff training programs

Training is a great way to invest in the growth of your staff, equipping them with new skills that your organization may need. It's an opportunity to expand your company's offerings.

In many Western businesses, staff are so busy that training is seen as an imposition rather than a benefit, but most Filipino staff will relish the opportunity to enhance their skills. Staff are so appreciative of the opportunity to learn that they're willing to attend training in their personal time.

Some training can be done remotely via video conferencing or by using online training libraries, but for general skills and self-improvement, a more hands-on approach may be needed. You should attempt to make structured training programs widely available to staff. This usually requires a full-time training manager.

The Cloudstaff customer portal provides customers with the ability to view calendars of upcoming training opportunities their staff can attend. We also have an entire team dedicated to creating training programs that are designed to add value for our customers and help their remote staff increase their skill levels in a number of core areas.

Face-to-face training

While outsourcing can remove the need for on-site, full-time expatriate managers in the Philippines, it is still extremely valuable to have staff from the home office visit their remote teams.

These visits are ideal for:

- Company specific training
- Monitoring staff and workflows
- Building relationships and morale
- Understanding the challenges your staff face
- Evaluating the effectiveness of home office communication with the remote team firsthand

It has been our experience that customers who visit their teams for three to five business days at least twice a year see noticeable benefits including better staff retention, interactions and engagement. This contributes to the overall success of their teams.

Daily catch-ups

A quick daily catch-up with your remote team can be very beneficial. While you may exchange information numerous times per day, you don't normally connect directly with your staff.

There are many advantages in building a healthy relationship with your remote team. Not only does it improve your communication streams in both quality and frequency, it also builds loyalty and improves staff retention. But most importantly, it will help your staff feel like a part of your company, resulting in increased efficiency and outcome delivery.

These catch-ups don't have to be long—just a few minutes each day is enough to make an enormous difference. Ask the team what they're currently working on, what issues they face and what the current delivery timeframes are.

Cloudstaff customers have access to a number of Cloudstaff conference rooms that are available to their staff for these meetings. They're equipped with chat, audio, video and landline capabilities.

Daily reports

Daily reporting benefits both staff and management. It not only keeps management informed, but also provides a way for staff to monitor their own achievements.

The key to successful daily reporting is to make them easy to create, easy to read, and customized to fit your exact needs. While there are many systems you can use to manage these reports, most find email is a good balance of accessibility and ease-of-use. They're also easy to search and archive.

If you choose to use email for daily reporting, consider creating base templates and formalize a standard, meaningful subject line (Example: "Daily Report - 020517 - Flags: 3 - Tasks: 4").

While these types of reports are very individual, they may include:

- Red flags (things that prevented outcomes)
- Yellow flags (things that delayed outcomes)
- Tasks accomplished
- Tasks in progress (with percent complete)
- Special notes

The Cloudstaff staff platform provides tools that help teams create daily reports for their managers. This system helps to produce regular and meaningful reports.

Make the best use of technology

Most companies don't use technology to its full potential. Though you shouldn't immediately abandon your existing work methods to make way for the latest tech trend, you should at least evaluate new technologies and explore how they could benefit your business.

In terms of outsourcing, the areas that can benefit most from use of technology are communication, workflows, efficiency and real-time reporting.

The challenge most companies face is the cost of evaluating, testing and implementing new tech. An experienced technology partner can help you find the right solutions for your business.

Cloudstaff is a technology-focused company that creates new and innovative methods to remove limitations associated with remote teams. By utilizing technology to integrate people and processes, Cloudstaff has been able to provide whole new levels of communication, efficiency and transparency. We create the tools for successful outsourcing.

Email isn't always the right tool

When working with teams, email is not always the best tool for the job. While it is useful for simple forms of communication, it does not address the requirements of efficient team collaboration.

You should consider the benefits of live noticeboards, real-time reporting, workflow management systems, and chat servers as alternatives to email.

Real-time noticeboards

Real-time noticeboards visually display the most relevant information needed to achieve a goal. Information is consolidated, summarized and arranged on a single screen, giving access to the most important information at a glance. When working with remote teams and multiple office locations, real-time noticeboards are a great way to ensure that everyone has the most current information.

Some useful applications for real-time noticeboards include:

- Monitoring sales, revenues, inventory levels and cash reserves
- Displaying key active tasks and their progress
- Providing a summary of key information for departmental meetings
- Visually showing KPIs and achievements
- Displaying staff whereabouts and activities

Cloudstaff **Livewire** is a real-time noticeboard that has been designed for managers, staff and customers. Livewire can be used as a Kanban style platform for lists of project tasks, or it can be utilized as a simple “to do” board. It’s easy to use and highly customizable. Cloudstaff management use it to provide a meaningful, easy-to-read overview of important information about their teams, processes and outcomes. It has quickly become a key tool for both staff and customers.

Workflow systems

As your remote teams grow, the way you process tasks will change. While small teams and simple tasks can be handled by individuals from start to finish, you may find you quickly outgrow this method of task delivery.

Workflow systems allow you to formalize the process of task delivery and assign subtasks to additional team members or groups. This allows you to fully monitor the progress of each task. They can also accommodate variations in your team, to ensure that processes don’t stop if a team member is unavailable.

You should consider using a workflow system, even if you only have a small team.

Cloudstaff has developed **UberTicket** for customers. It’s an easy-to-use job ticketing and workflow system designed to accommodate the needs of the outsourcing industry. It connects customers, Cloudstaffers and management teams together and acts as a detailed record of communication. It streamlines process management while providing accountability and detailed reporting.

Chat servers

Instant chat is becoming a very popular form of office communication due to its easy, flexible and fast nature.

Depending on which office communication platform you use (Microsoft, Google, Apple), you probably find yourself structuring many of your core office and communication systems around their way of doing things. This can result in a loss of control for the end user, which can cause problems if you ever choose to change your platform. Migrating most things is reasonably straightforward, except for your instant messaging platform. This is just one reason why owning your own instant chat platform can be so beneficial.

There are a number of advantages in owning your instant chat platform, including:

- The ability to fully control the system
- Choice of authentication methods
- Better control over user accounts
- Custom features and behaviors
- Unrestricted access to APIs
- Vendor independence

Cloudstaff has started to implement machine learning and AI into our chat server framework. We understand the value of creating intelligent systems and the need to evolve the way we currently access information. When staff are looking for a document, procedure or even contact information, soon they will just have to “ask Botley.”

Video conferencing

As many of us learned during the COVID-19 pandemic, video conferencing is a great way to maintain a personal relationship with your remote staff that feels closer than over the phone. Visual communication can help you be more expressive while sharing general information and making points during group meetings. Video conferencing is also great to hold remote interviews for prospective candidates.

Cloudstaff fully embraces video communication for many purposes. Because of our reliance on video conferencing, our networks are designed to effectively accommodate this technology to provide reliable, high-quality video and audio communication.

Machine learning

There's no doubt about it—machine learning will be a major disruptor in the future of the outsourcing industry, and industry in general.

Intelligent assistants and systems will provide better ways to access information, execute processes, automate tasks and manage our workloads.

Many companies are already embracing this technology and using it to create a wide variety of next-generation applications, from social media analysis tools to electronic assistants. It's particularly useful for making information easier to access.

This will be a big part of the future for nearly all of us.

Cloudstaff is already heavily investing in machine learning and developing applications that take advantage of its capabilities. We have already started integrating machine learning into many of our application frameworks. We believe that machine learning can help us work more efficiently and communicate more effectively. It's quite exciting!

Disaster recovery strategies

As businesses embrace the full potential of outsourcing, their remote workforces often become a vital part of their operations. As a result, disaster recovery planning is critical.

While it does not affect all regions of the country, it is worth noting that the Philippines has endured a number of typhoons, earthquakes, volcanic eruptions and other natural disasters. This is due to its geographic location along the Ring of Fire (a region where many of the earth's volcanic eruptions and earthquakes occur) and inside a typhoon belt. You should consider the risks and potential impact these events could have on your business and customers, and plan your disaster recovery strategy accordingly.

The outsourcing provider assumes responsibility for the Disaster Recovery strategy, but it is not a legal requirement and individual implementations may vary dramatically.

Cloudstaff evaluates the locations of our operational centers very carefully, taking into account the risks of natural disasters on our customers and our staff. We support all forms of disaster recovery discussed in this section.

Disaster recovery for the office

Operational centers need to be strategically located to reduce disaster-related risks to operations and staff. They should be structurally sound and certified, with N+1 power, connectivity and environmental systems.

Each location will have individual disaster recovery requirements. You need to consider anything that may impact your recovery process, including typical outage durations, availability of resources, labor and critical supply availability (for example, fuel for generators).

Redundant Office Teams

If you are outsourcing mission critical tasks, you should consider creating multiple, self-sufficient teams in separate geographic areas. If one location is affected by a catastrophic event, other teams can temporarily absorb the workload.

Cold/Hot Seating

To reduce reliance on a single geographic location, general operations are decentralized. This allows teams to be rapidly moved to other locations with minimal disruption to operations. In some instances, these moves can be made in less than an hour.

Disaster recovery for staff

Due to the nature and location of residential housing in the Philippines, your staff could be heavily impacted when a natural disaster occurs. While commercial structures may be certified to withstand earthquakes and located in flood-safe areas, this may not be the case for your staff or their families.

The impact these events have on your staff, and the resulting effect on your business processes, should be a part of your Disaster Recovery strategy.

Within 48-hours of when the first COVID-19 cases were confirmed in the Philippines in 2020, Cloudstaff successfully transitioned 2,500 employees to work from home in disparate locations around the world. This successful launch of our “Employees First” business continuity plan included advance staff pay two-days early to ensure the ability to purchase groceries and essentials for their families; providing mobile hotspots for staff with internet connectivity issues; and facilitating 24/7 tech support to rapidly address potential technical issues.

Dummy corporations

A common mistake foreign companies make is to create a local Philippine Corporation as a vehicle for their business. This requires five incorporators and for 60% of the stock to be held by a Philippine national.

Legally, the corporation is controlled by the Philippine national. The foreign business owner attempts to retain ownership via service agreements and contracts between the Philippine national and the foreign holding company.

This is known as a “Dummy Corporation”. They are illegal, and if convicted, those involved will face severe penalties, including jail time. These kinds of business structures should be avoided at all costs.

Cloudstaff has successfully helped several businesses cleanly transition from Local Corporation Structures to the more stable BPO structure. See Appendix B for more information about setting up your own business.

Closing an offshore operation

One of the biggest downsides of setting up an office in the Philippines without the help of an outsourcing provider is that if you need to close the operation for any reason, it can be highly difficult and very costly.

Closing a business can take a long time—up to a year in some cases. This is due to the requirement to issue notices of closure to various official bodies such as the Social Security System (SSS), Philippine Health Insurance Corporation (Philhealth) and the Home Development Mutual Fund (Pag-IBIG). It is also vital that you secure a Bureau of Internal Revenue (BIR) clearance for the closure.

If you fail to fulfill all of the official requirements when closing an operation, you may still be legally on the hook for financial obligations to the government, including both national and local taxes.

Termination and separation pay

Notice of closure and termination have to be delivered to the employee, and the Department of Labor and Employment (DOLE), at least thirty days prior to the date of closure. In case of termination due to redundancy, affected staff are entitled to at least one month's pay for every year of service.

It is not within the scope of this publication to provide authoritative advice on operation closures. As demonstrated above, there are significant risks and costs related to the closure of an operation and the associated redundancy payouts.

Government interactions

The outsourcing model you choose will determine the level of government interaction you will need to have. Local government bodies usually set the policies and regulations, meaning the processes and laws you need to follow will vary depending on your location.

Homebase

Although there are technically no government approvals required with this model, there have been cases where local authorities have shut down home offices with multiple staff for running unregistered and illegal businesses. Additionally, if staff fail to pay correct taxes it can lead to severe penalties.

Seat Leasing

There are several legal requirements you'll have to meet to operate these types of businesses. You'll most likely need professional advice to ensure you are following labor and tax laws to the letter. Failing to do so can mean the immediate and final closure of your business without notice.

Staff Leasing

Cloudstaff offers this outsourcing model and performs all government interactions with minimal impact on you or your staff.

The Cloudstaff executive and legal teams consist of highly experienced Filipino and expatriate professionals. They're experts in their respective fields and have been working in the industry for many years.

Philippines customs and duty

If you plan to ship equipment to the Philippines, make sure you consult a local customs broker for advice first.

You're required to pay import duty and taxes when importing goods into the Philippines whether you're an individual or a commercial entity. The valuation method is CIF (Cost, Insurance and Freight), which means that the import duty and taxes payable are calculated on the complete shipping value, which includes the cost of the goods, the cost of the freight and the cost of insurance.

The duty rates in the Philippines vary from 0% to 65%, but the average is around 10.5%. Goods imported into the Philippines are subject to VAT (around 12%), which is calculated on the CIF value plus any applicable duty.

A few commodities, like luxury items, may also be subject to the payment of Ad Valorem tax, an excise tax based on selling price or other specified value.

There can also be significant import duty on items which are shipped into the country. From our experience, a new MacBook couriered from Australia was subject to almost AU\$1000 (about \$720 USD) in duty. There is no recourse once the delivery arrives. Since items can't be returned, you either pay the duty or the item is impounded.



Being part of the community

Community and social responsibility are significant parts of Philippine culture. If people have the means to do so, they'll typically help those in need. This spirit of generosity is summed up well by the common local phrase, "share your blessings."

It's also quite common for professionals who have achieved success to donate money, property or professional services for the betterment of their local community.

Most larger businesses in the Philippines have a social care program. They are typically operated by staff and supported by the company.

CS Cares is Cloudstaff's community outreach program. It is run by a group of Cloudstaffers who generously donate their time to provide support to the community, raise money for those in need and positively affect the planet.

Working with educational institutions

Local universities, colleges and even secondary schools rely on businesses to provide valuable real-world experience for their students.

Most students are required to participate in an On-the-Job Training program before they can graduate. These programs usually run for approximately four months, and can greatly benefit both the On-the-Job trainee (OJT) and the business.

While OJTs are not paid for their services, there is a cost of running the program. The business needs to provide mentors, training and the equipment required for the OJT to perform the tasks they're assigned.

This program is an incredible recruitment opportunity for businesses, as it provides a steady stream of prospective candidates.

Cloudstaff values OJTs, and invites them to participate in our Perks and Rewards programs during their visit. We are very proud to have invited many of our OJTs to join the company.

In addition to our OJT program, Cloudstaff actively supports higher education, partnering with many of the learning facilities in the region to provide technology, expertise, support, training and careers for students.

We work with universities to develop subjects based on Cloudstaff IP and processes. We run internal programs for Software Engineers, Artificial Intelligence Engineers and Cyber Security Developers.



Section 8: About the Philippines



The Philippines has a rich past

To understand the multilingual cultural melting pot of the Philippines, one only has to look to the country's history.

The Philippines was colonized by Spain for about 377 years, America for around 48 years and Japan for about three years. In fact, even the British ruled Manila for a time.

It was named by Ruy Lopez de Villalobos, a Spanish explorer who named it Las Islas Filipinas in honor of King Philip II of Spain, originally referring to the islands of Samar and Leyte (until the Spanish colonized the entire group of islands).

During American rule, the group of islands became known as The Philippine Islands, the English version of Las Islas Filipinas.

Today, the Philippines is officially referred to as the Republika ng Pilipinas in Filipino, and Republic of the Philippines in English.

A populous and prosperous nation

The Philippines was the first country in Southeast Asia to gain independence after World War II in 1946.

With a population of more than 103 million people, the Philippines is the 13th most populous country in the world. Its annual growth rate of around 2% also makes it one of the fastest-growing countries worldwide.

Three of the top ten largest shopping malls in the world are found in the Philippines (SM Megamall, SM North Edsa, and SM Mall of Asia).

Over 11 million Filipinos work abroad, which is about 11% of the entire population of the country. Filipinos are the second-largest Asian-American group in the United States.

The capital of the Philippines is Manila. Considered the world's most densely populated city, it has a population of over 1,660,700 in an area of just 24 square miles (38 square kilometers). Its population density is about 55,446 people per square mile (43,079 people per square kilometer). The Greater Manila area (National Capital Region or NCR) has a population of over 26 million.

The Philippines is considered the "text messaging capital of the world". Every day, 35 million Filipinos send about 450 million SMS messages. This is more than the total number of daily text messages sent in the U.S. and Europe combined.



One thing that surprises some Westerners is that the Philippines is the fourth largest English-speaking country in the world. In fact, it's the official language of education here, so many Filipinos start learning to speak it at a young age. Today, 92% of the population are able to speak English.



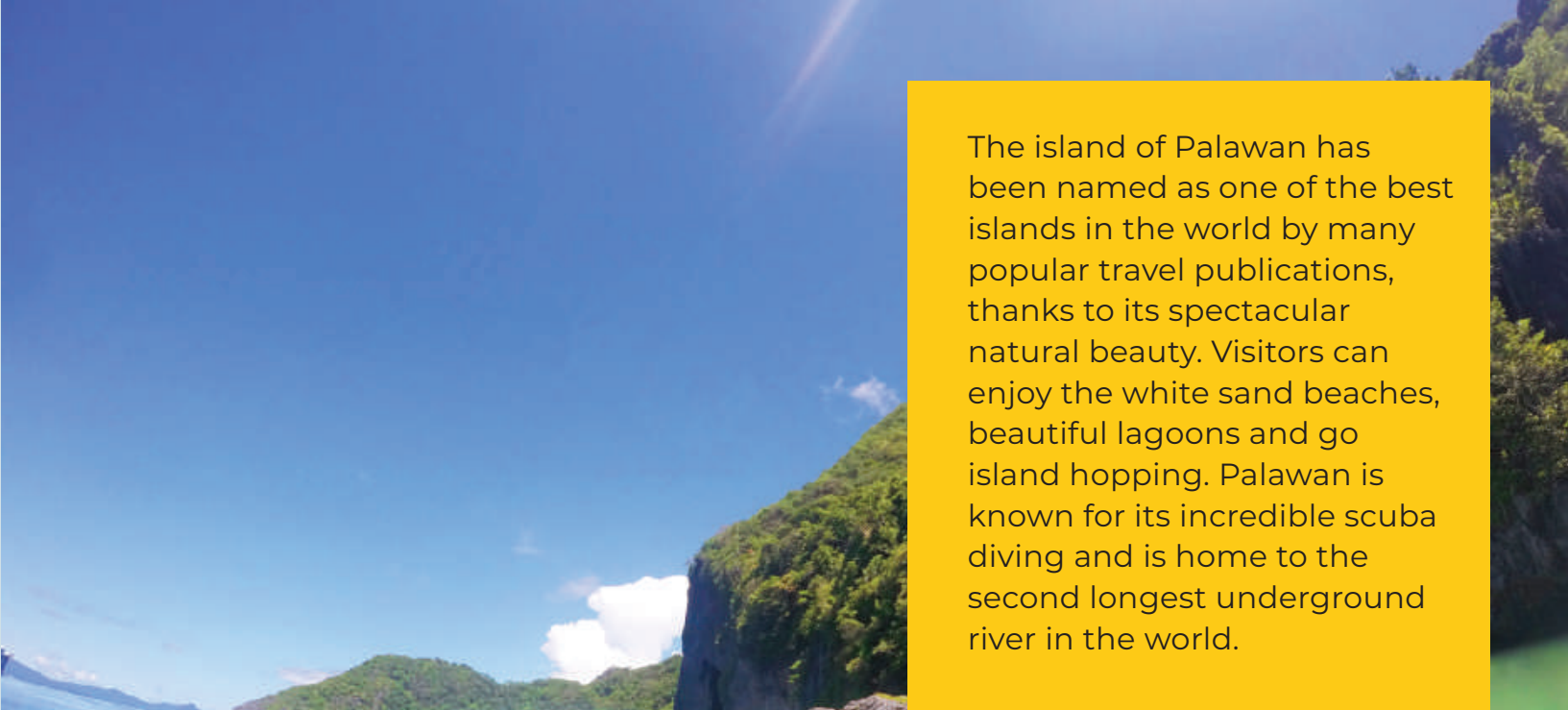
One country. More than 7,600 islands

The Philippines is made up of about 7,641 islands, 2,000 of which are inhabited. These are divided into three major island groups: Luzon (North), Visayas (Central), and Mindanao (South).

Luzon is the largest island group, as well as the economic and political center of the Philippines. Manila and Quezon City are located here, and it is home to 53% of the country's total population, about 52.9 million people.

Just north of Manila and Quezon City on Luzon is the beautiful Angeles City, where Cloudstaff's offices are located. There used to be a prominent US Air Force base here, which is one of the reasons the population is so fluent in English and embracing of American culture.

Mindanao is the second largest of the three island groups. Davao City is its largest municipality, and home to President Duterte. Some parts of southwestern Mindanao are unstable, with a history of insurgency and separatist movements. Mindanao has a population of 21.9 million.



The island of Palawan has been named as one of the best islands in the world by many popular travel publications, thanks to its spectacular natural beauty. Visitors can enjoy the white sand beaches, beautiful lagoons and go island hopping. Palawan is known for its incredible scuba diving and is home to the second longest underground river in the world.

The climate fluctuates between hot and wet

The Philippines is generally a warm, wet country with the average maximums between 78-86° Fahrenheit all year round. While there are technically only two seasons, Rainy and Dry, the Dry season is subdivided into Cool and Hot.

Most rainfall occurs between June and November, but due to its location in the typhoon belt, it is not uncommon to experience prolonged rain in other times of the year, too. Excessive rain can cause many issues including power outages, travel delays, supply issues and residential flooding.

The Dry Hot season (March to May)

This is the equivalent of Summer in many other countries of the world and is the hottest of the seasons. The sky is at its bluest and the water at its clearest during this time of the year. It is known locally as Tag-init.

The Rainy season (June to November)

While rainfall peaks during this season, it isn't always torrential rain; and days can often be hot and sunny with short, intense downpours. It is known locally as Tag-ulan.

The Dry Cool season (December to February)


Don't be fooled—the Cool season is not that cool. It's just less hot (even from an Australian's point of view). Typically, it's just a few degrees cooler than the Hot season, and known locally as Tag-lamig.



Keeping staff updated on weather conditions, natural disasters and other events that might affect their safety is vital. **Cloudstaff Tap** is a mobile app that provides staff with up-to-date information on weather conditions and potential safety issues. Staff can also use the app to report travel delays and notify managers if they are going to be late.

BPO Checklist — Appendix A

A few things to consider before engaging an outsourcing partner:

About the BPO		A	B
Has the BPO been operating for at least 5 years?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the BPO acting in compliance with the terms set by the government and local authorities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO strictly adhere to local labor and tax laws?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO have a code of conduct and ethics?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO have an experienced international management team?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO operate modern, fully equipped offices that meet or exceed Western standards?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recruitment			
Does the BPO provide professional recruitment services?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO have an active, pre-qualified pool of available candidates?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO offer advanced recruitment services including profile and culture matching?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO match the career goals of the candidates to the position?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Security		A	B
Does the BPO have dedicated security guards at their buildings 24x7?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO provide customizable levels of security for customer suites?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO use access cards and biometric security systems?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO provide a low-latency, live CCTV footage to their international customers?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO use a secure check-in system for guests?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do security guards have access to electronic handbooks and runbooks?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Connectivity	
Does the BPO have a high-quality international connectivity and intelligently route data to get the best performance for customers?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Does BPO have the ability to offer dedicated connections to customers?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Is the BPO able to divert low vault traffic away from the dedicated circuit?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Does the BPO maintain connections to multiple ISPs?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Does the BPO have diverse connectivity at all locations?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Does the BPO provide a separate (insulated) WiFi network for staff?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Technical and support		A	B
Does the BPO operate a separate technical and network teams?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do the technical team monitor the network, servers and address general technical issues for staff?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are the technical teams available 24x7?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO conduct regular software audits to ensure all software is legitimate?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the BPO deploy customer-centric tools (like WebPing diagnostic) on each customer setup?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Disaster recovery	
Does the BPO have a formal audited disaster recovery plan for their operations and administration centers?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Has the disaster recovery plan been recently tested?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Does the BPO require staff to read the disaster recovery plan?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Are the BPO's operation centers a safe distance from known fault lines?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Are the BPO's operation centers rated and certified to withstand typical environmental threats?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Can the BPO offer Hot/Warm/Cold seats to customers at other locations?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Does the BPO have resilient communication systems that do not solely rely on physical landing stations within the Philippines?	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Setting up your own company

— Appendix B

If you choose not to work with an established outsourcing provider like Cloudstaff, then at some point you will need to have your own company set-up from which you can employ staff.

PEZA (Philippine Economic Zone Authority)

PEZA is a government agency established to encourage foreign investment into the country and to further push Philippine economic development. This agency assists foreign businesses in registering and facilitating their business operations. They also grant them incentives if they operate their business inside PEZA special economic zones, which are selected areas throughout the country proclaimed by the President of the Philippines.

Bases Conversion and Development Authority

The BCDA Group is led by the Bases Conversion and Development Authority (BCDA), a government body vested with corporate powers under Republic Act 7227 (Bases Conversion and Development Act of 1992).

Mandated to transform former US military bases into alternative productive civilian use, BCDA is a major force in creating economic opportunities in the country through its establishment of integrated developments, dynamic business centers and vibrant communities.

The thrust of BCDA in expanding economic opportunities for Filipinos is echoed within the BCDA Group, composed of the BCDA Management & Holdings, Inc., the Clark Development Corporation, the Clark International Airport Corporation, the Poro Point Management Corporation, the John Hay Management Corporation, the Bataan Technology Park, Inc. and the North Luzon Railways Corporation.

In Clark Freeport, Philexcel provides office and industrial space to suit the needs of a range of businesses.

Representative office

This is a foreign corporation's office that deals directly with the customers of the head office but doesn't derive income from the Philippines. The representative office is fully subsidized by its head office, performing activities such as information dissemination and promotion of the foreign corporation's products as well as quality control of products.

Regional headquarters

Regional headquarters are offices whose purpose is to act as an administrative branch of a multinational corporation engaged in international trade. The regional headquarters principally serves as a supervision, communications and coordination center for its subsidiaries, branches or affiliates in the Asia-Pacific Region, among other foreign markets. The regional headquarters is not allowed to earn or derive income from the Philippines.

Regional operating headquarters

A regional operating headquarters is an office of a multinational corporation that is allowed to derive income in the Philippines by performing qualifying services to its affiliates, subsidiaries or branches in the Philippines, in the Asia-Pacific Region and in other foreign markets. The regional operating headquarters is prohibited from offering qualifying services to entities other than its affiliates, branches or subsidiaries and is also prohibited from directly and indirectly soliciting or marketing goods and services, whether on behalf of the multinational corporation, its branches, affiliates, subsidiaries or any other corporation.

Cloudstaff roles — Appendix C

Below is a list of some of the most popular roles currently offered by Cloudstaff, however, our professional recruitment team can source top-quality talent for any role that may be required.

Sales

Data Mining Specialists

Appointment Setters

Operations Analysts

Sales Coaches

Customer Care Associates and Specialists

Customer Care Quality Analysts

Live Chat and Sales Support Staff (Online/Phone)

Sales Support Associates and Specialists

Sales & Data Analysts

Telesales Support Staff

Customer Care Remote Staff Community Moderation Staff

Marketing and Creative

Digital Marketers

SEM Specialists

Marketing Campaign Managers

Marketing Project Managers SEO Specialists

Graphic Designers

Motion Graphic Designers

Interface Designers

Package Designers

Advertising Specialists

Promotion Managers

Animators

3D Artists

Back Office Support

Data Processing

Accounting

HR Support/Recruitment

Persona I/Executive Assistant

Virtual Staff Leasing

Admin Assistant

IT and ITC

WordPress Developers

PHP Developers

ASP and .Net Developers

Software QA Staff

IT Support Specialists

IT Manager Associates

Sharepoint Developers

Web Developers

IT Support Staff

System and Network Administrators

Full Stack Developers

Swift Developers

Objective-C Developers

Java Developers

Android Developers

Database Administrators

Data System Designers

Human Resources

HR Specialists

HR Generalists

HR Managers

Recruitment Associates and Specialists

Technical

CAD Creation & Conversion Specialists

AutoCAD Operators

Estimators (Civil / Structural)

Civil/Structural Estimation Managers

Quantity Surveyors

3D Designers

Finance & Administration

Data Entry Staff

Loan Processors

Data Reconciliation Staff

Financial Analysts

Research Analysts

Bookkeepers

Accountants (CPA qualified)

Admin Assistants

Executive Assistants

Personal Assistants

Receptionists

Executive Administration Staff

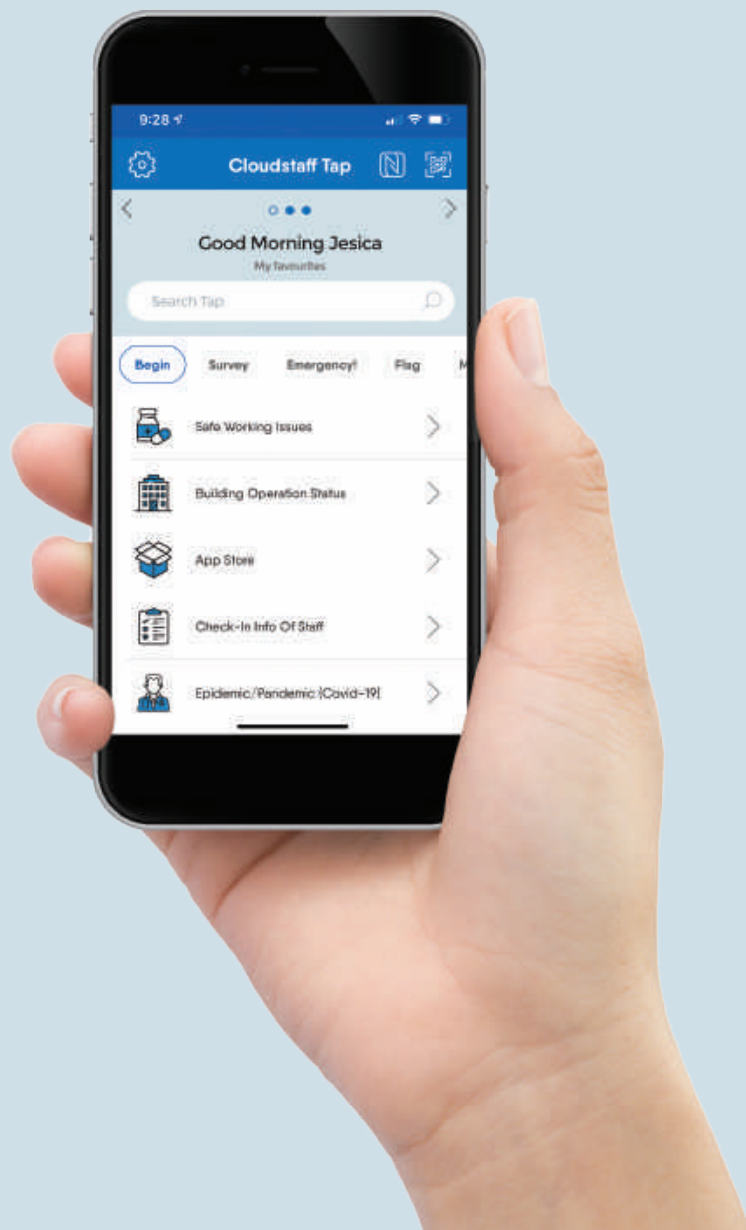
Collections Associates

Collections Quality Analysts

Cloudstaff Tap — Appendix D

Cloudstaff Tap is a mobile app that provides instant access to information and services from a Smartphone or tablet.

Cloudstaff customers can use Tap to get general information, view important alerts, find Cloudstaff office addresses, locate their accommodations, contact Customer Care and access other services and information designed to make their stay easier.



MyStaff — Appendix E

MyStaff is Cloudstaff's customer portal. It has been designed to give customers a self-service hub where they can manage their remote workforce, set KPIs and view performance metrics. Customers can perform many tasks including making changes to their teams, adding new staff, viewing holidays, monitoring attendance and accessing detailed reports.



Smarter Outsourcing

Cloudstaff outsourcing is flexible, agile, scalable and efficient. It combines the right staff, the best technology and fully equipped workspaces to deliver world-class, cost-effective workforce solutions.

We utilize technology to create innovative tools that integrate people, manage processes, and provide a whole new level of communication, efficiency and transparency.

Our outsourcing solutions are fast to deploy, easy to extend, designed for integration into existing workforces and are extremely cost-effective.

The Cloudstaff advantage:

- Trusted and proven outsourcing
- The experience and support you need to outsource successfully
- Innovation that drives efficiency and adds value
- Low staff turnover, well under the industry standard
- Professional recruitment
- Simple pricing
- No long-term lock-in contracts
- Western account managers
- Strict code of ethics and behavior
- Training and support programs
- Modern, fully-equipped offices
- Customizable workspaces and security options
- On-site security, biometrics and CCTV
- Convenient locations for staff and customers

Modern Workforce

Game-changing innovation

Cloudstaff is an innovative company. We fully utilize technology to remove the limitations associated with remote workforces. You won't even know you are outsourcing.

Cloudstaff's outsourcing platform is years ahead of the industry and gives our customers the tools to maximize the benefits of outsourcing. Cloudstaff fully integrates local and remote teams with the tools, systems and processes that deliver complete control and visibility. Our innovation unleashes the true power of outsourcing.

- Real time staff monitoring
- Platform integration
- Streamlined workflows
- Detailed reporting
- Task tracking capabilities
- AI integration
- Smart match recruiting
- Automated security systems



Say hello!

We're the new faces of outsourcing.

If you would like to find out more about Cloudstaff, please contact us.
We'd love to talk about what we can do for your business.

www.cloudstaff.com
sales@cloudstaff.com
214-269-7432