

# NOVEMBER 2017

# The NMS NEWSLETTER



*The official monthly business newsletter of New Media Services Pty. Ltd. It serves to give up-to-date information on the products and services under the NMS brand, as well as news involving the Web and Mobile industries.*



affiliate world asia  
GLOBAL AFFILIATE CONFERENCES

## NMS ATTENDS AFFILIATE WORLD CONFERENCE AS AN EXHIBITOR



In our goal to deliver valuable services and bespoke offers, New Media Services (NMS), a leader in communications and virtual manpower outsourcing, increases our reach **through a Global Solutions Team** covering five (5) of the seven (7) continents namely, Australia, Europe, Asia, North and South America.

Through members of the Global Solutions Team, NMS will once again attend various conferences like the upcoming **Affiliate World Asia (AWA)** to be held in Bangkok, Thailand on December 6-7 of this year.

*(CEO and Founder of New Media Services, Martin Eyking speaks in a Panel during AWA 2015)*





NMS aims to showcase one of its newest services – **SMSGo**, which is a communications software designed for businesses looking to boost efficiency through cost-effective customer support and marketing via text messaging.

Along with SMSGo, New Media Services also plans to show the various General Services which are geared to provide the widest coverage under one company; thereby ensuring that all client campaigns and projects have the NMS advantage:

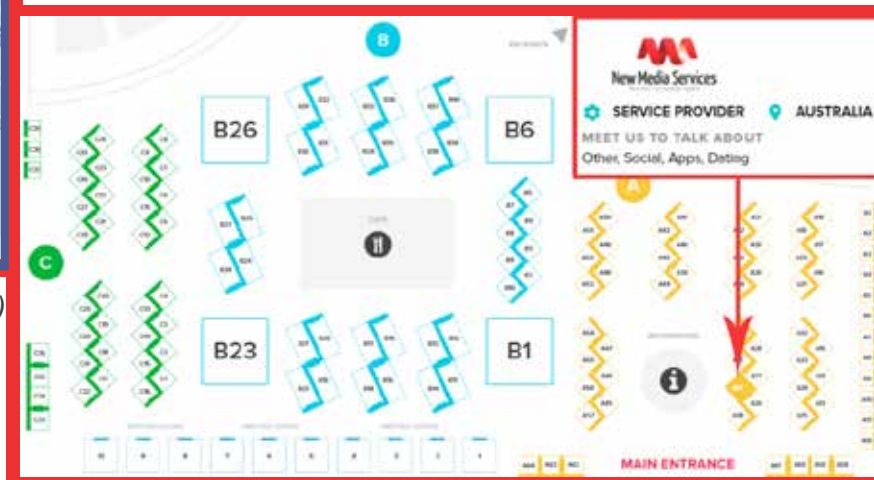
- Live Chat Services
- Content Moderation
- Customer Support
- SEO and Content
- As well as other Flexible Outsourcing Solutions
- Web Design and App Development
- IT System Administrative Tools
- Social Media Services

**Join NMS in AWA-Bangkok for a meet and greet at the Centara Grand and Bangkok Convention Centre.**



The NMS booth is located at 22nd floor of the Central World shopping complex in the heart of Sukhumvit, Bangkok – Booth A37.

*(Courtesy of Google Maps and AW Conferences)*



**New Media Services will be more than happy to attend to your concerns and answer your questions. See you there!**

# TEDIOUS TASKS TO OUTSOURCE

In a bid to keep businesses running smoothly with as little complication as possible, various tasks from small to big are being outsourced. This helps in literally growing a business and yet keeping the company structure as small as possible.

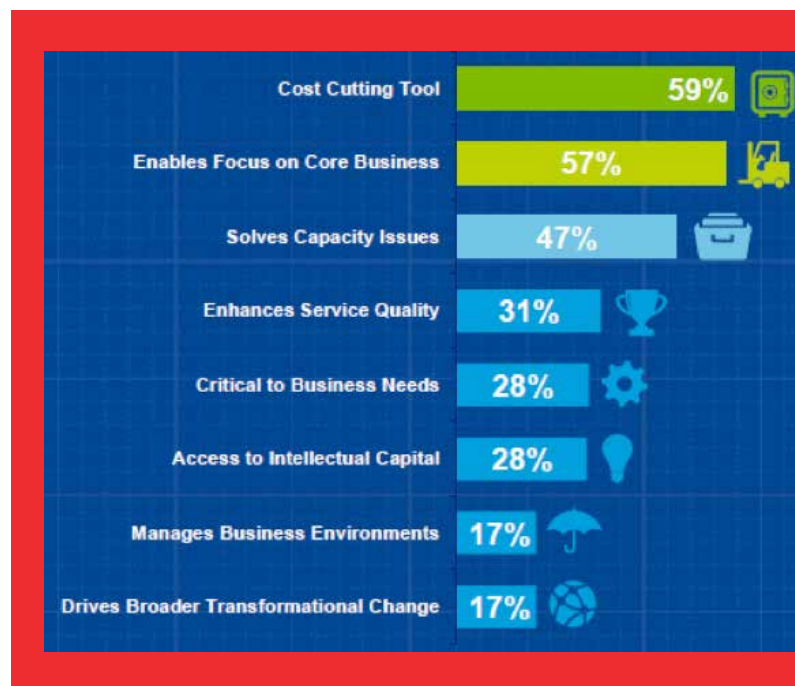


Outsourcing makes this as simple as it can be by handling the day-to-day business needs of a company while being both scalable and cost-effective; thereby relieving the company of what would certainly be a long and tedious process involving a lot of legwork, hiring, expenses, trial and error.

## FINDING TALENT AND UTILIZING SKILLS

Imagine having an idea that can be turned into reality by simply knowing what is needed or wanted; while benefiting from the talents and skills offered by third-parties. Internally, it's almost like designing without having your own designers, answering repeated queries from multiple customers without getting burned-out, getting things done without lifting a finger and having access to a workforce that does not need to be wholly managed.

The business value of outsourcing is quite evident in a survey completed in January 2016 by **Deloitte's 2016 Global Outsourcing Survey**. The survey shows that companies choose to outsource tedious tasks because of lower costs, to better enable core business functions and to solve capacity issues.



(Graph from Deloitte Global Outsourcing Survey – Released May 2016)

This survey is based on 85% of respondents with organizations earning over 1 billion in annual revenue. This ranges from organizations earning \$1 Billion all the way up to \$25 Billion; covering operations in North America, Europe, Asia Pacific, South America, Middle East and Africa.



# RFI, RFP AND RFQ

Maintaining a big business and in fact, even a slowly growing business, requires a lot of adjustments with even the smallest tasks given great value. This presents companies with unique roadblocks that need to be addressed effectively and efficiently. Hiring is of course always an option, it's the most direct solution but also the costliest – and the least sustainable way to achieve growth.

Outsourcing solves the minutiae of tasks and also addresses the wider set of problems that require great attention. The market filled to the brim with Outsourcing options. All a company has to do is find an outsource-partner that can cover the tasks and issues that need to be addressed.

A simple Request For Information (RFI) can solve this. Through an RFI a company can get the information it needs to make an educated judgement without the commitment to engage in business. It showcases the general capabilities of a potential outsource partner including their coverage, staffing, experience and scalability. This shortens the list of options to the best possible suppliers that fit the business expectations.

Once the potential suppliers are narrowed down a Request For Proposal (RFP) can be prepared. This is where task specifics, business briefs, modes of operation and Client demands are outlined. Each potential outsource-partner will then provide proposals, coverage, agreements, pricing models and conditions.

RFP's actually work for and against outsourcing companies by verifying the validity of RFI's which normally act as self-promotion. A reply to an RFP that closely parallels the RFI is a definitive sign of an outsource-supplier's overall knowledge and integrity.

Once a candidate is selected, a Request For Quote (RFQ) comes next. Alignment between a Client and Business all boils down to cost and profitability. How much a supplier charges and how much a Client is willing to spend will always be the deciding factor.

If all goes well, a contract can be drafted and eventually signed – thereby making the partnership official.



# TASKS TO OUTSOURCE

Usually, short projects are outsourced to save on internal hiring and processing but quite a lot of other (lengthier) tasks can also be outsourced.

Here is a list of the most common Outsourced tasks (excluding manufacturing and product-based outsourcing):

- **Data Research** - normally for gathering information on trends, content for articles, whitepapers and benchmarking.
- **Social Media Management** - especially in the creation of editorial calendars, management of posts and establishing social media presence.
- **Data entry/Data Management** - for bulk data that needs to be sorted, uploaded, transcribed and even translated.
- **Moderation** - management of content that is usually user-generated. Ensuring these content follow the criteria and guidelines set forth by a company.
- **Email Management** - sifting through emails and filtering the most relevant/necessary emails as well as managing correspondence according to the client's preference.
- **Scheduling/Booking** - reservations, appointments and calendar plotting for effective time management and convenience-planning.
- **Design/Programming** - logos, banners, landing pages, full websites, apps and bots as well as handling application programming interface integrations.
- **Customer Support** - contact center tasks for support, satisfaction, confirmation and ticketing through email, IM, SMS and/or voice.
- **Messaging/Engagement** - handling sales, marketing, entertainment; as well as pushing for engagement, conversion and retention.
- **Testing and Assessment** - for bug testing, stress tests and product/service testing.
- **Writing/Content Services** - long-term or short-term creation of content for social media, websites, publications and more; covering blogs, articles, copywriting, proofreading and at quite often, ghostwriting.

Outsourcing tasks leaves more room to improve and innovate as well as learn from outsourcing experiences.





*(How the percentage of respondents use innovation based on Deloitte Global Outsourcing Survey – Released May 2016)*



*(What the percentage of respondents focus on improving based on outsourcing experiences - Deloitte Global Outsourcing Survey – Released May 2016)*



## REPLACING MULTIPLE DEPARTMENTS WITH ONE

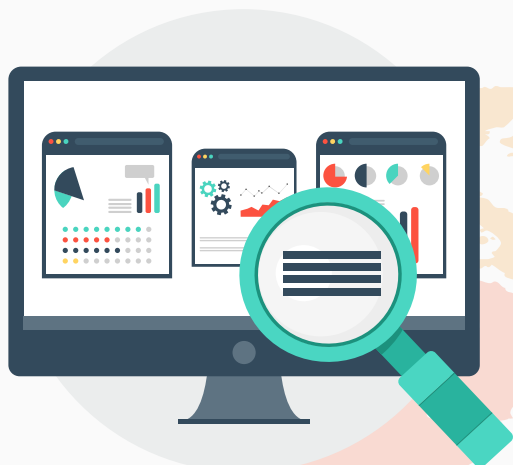
Outsourcing removes the need to have multiple departments handling various aspects of the business. Instead of having a huge company filled with internal teams like IT Department, Contact Center Department, Sales



Department, Technical Support Department to name a few, outsourcing takes the bulk of these and can leave a Company to focus on their core. Simply assigning project managers instead of whole departments or as an effective practice, creating a Vendor Management Office (VMO) to handle supervision or management of third-party providers.

The VMO is where the smart money should be invested internally. While everything might be outsourced, it is still controlled internally based on the business demands, schedules and targets. This is how a business can grow while keeping the company structure as small (and as simple) as possible.

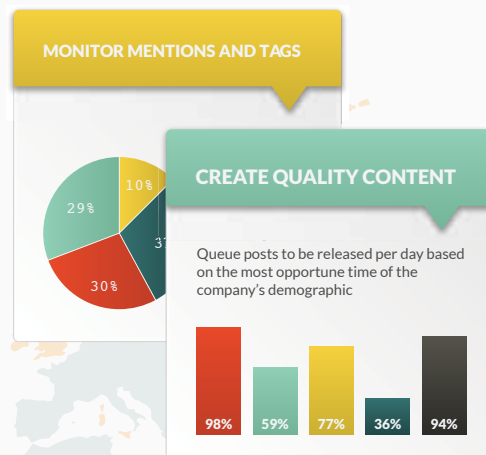
# IN AND AROUND THE NMS SPHERE



## CONTENT MODERATION DO'S AND DON'TS

*“A lot of users currently going online are within the age range that are still particularly impressionable and/or at an age that can still be influenced by online content both intellectually and emotionally – meaning they can be molded much easier by what they are exposed to as compared to their older counterparts.”*

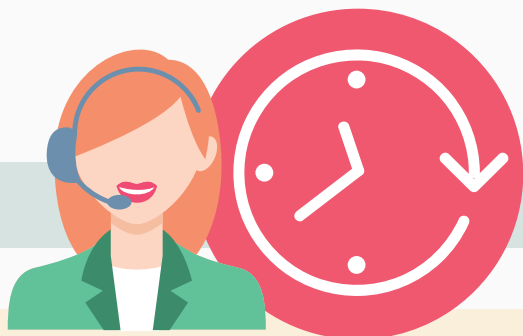
[Read More >](#)



## DESIGNING FOR SUCCESS: WEB DESIGN MISTAKES TO DROP TODAY

*“For a web designing company to continuously thrive despite the shifting trends and requirements of creating sellable, engaging graphics for brand advertising, the first and most logical course of action is to implement upgrades while pushing designers to enhance their craft.”*

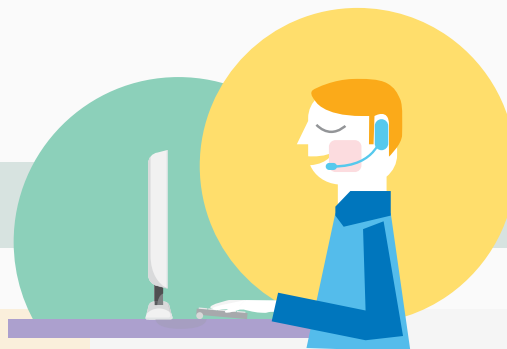
[Read More >](#)



## CRUCIAL CUSTOMER INTERACTIONS THAT DETERMINE CUSTOMER LOYALTY

*“Even with SMS customer service, it is very vital for your agents to be prepared during these make-or-break situations with your audience because this will determine whether customers will choose to continue availing your services or not.”*

[Read More >](#)



## TODAY'S WEB DESIGNING SCENE: AI'S, CUSTOMER-CENTRIC, MOBILE-FIRST STYLES & SEO-FRIENDLY WEBSITES

*“In recent website creation news, websites are now ‘creating themselves’. Due to the long, daunting process involved in designing standout and marketable pages for different business websites, AI technology enables non-graphic artists and developers to do the job.”*

[Read More >](#)

# OUR SERVICES

1

## LIVE CHAT SERVICES

24/7 live chat operators handling all your mobile and web messaging needs Powered by Live Operator Online Platform (LOOP)

2

## CUSTOMER SUPPORT SERVICES

Support services aimed at helping out end-users in a sincere and professional manner. A flexible suite of Voice, Ticketing and Customer Management Support Services.

3

## WEB DESIGN AND APP DEVELOPMENT

Get visually fluid and functional designs, reliable and stable systems to fit your business requirements.

4

## CONTENT MODERATION SERVICES

NMS Moderation Management Services employ Live Operators to review user-generated content, comments, data, submissions, Advertisements, and other types of web content.

5

## SEO AND CONTENT SERVICES

Increase your website visibility and ranking with SEO and Content Services that aims to maximize the visibility of your brand, product/services on the World Wide Web.

6

## IT SYSTEM ADMINISTRATIVE TOOLS

Ready-to-integrate and Customizable platforms to perform simple to complex functions for your service needs.

7

## SMS GO

SMS Chat Solution for optimum management of your business's customer support service.

8

## SOCIAL MEDIA SERVICES

Social Media Services provides custom built social media strategies and campaigns to help you raise brand awareness, improve perception and increase market share to drive traffic and sales.

NMS also handles tailor-made services based on your operations or manpower requirements. Have a campaign or project not covered by our list of services? Contact us and we'll be more than happy to make an assessment!

### Contact Us

 [info@newmediaservices.com.au](mailto:info@newmediaservices.com.au)

### Our Company

Main Office  
4 Dundass Grove, Botanic Ridge  
VIC, Australia 3977

### Follow Us