

## CASE IN POINT | The Effectiveness Company

by Ilse Ferreira

Initially, outsourcing was about saving money or lowering operating costs. But, nowadays, every last aspect of a company's business, from bottom to top, can be outsourced.

Chief executive officer of The Effectiveness Company, Suzanne Ravenall, explains their latest addition to the family of services that the company offers corporate clients: "We have just started a business-to-business call centre where staff are trained to make calls to prospective clients of their corporate client and set up appointments on behalf of the sales staff. In other words, the staff member makes all his or her calls on behalf of one client."

Ravenall says that, in the current business climate, this will help salespeople not to get bogged down with telephone calls and will allow them to keep the appointments made for them by the call centre agent, back to back. "They can therefore focus on what they are paid to do: make the sale."

She says that clients are taking to this concept in a big way: they pay a fee per chair (the cost of the person setting up the appointments), and some clients have already signed up for up to five chairs. Ravenall envisions a call centre with 1 000 seats doing business in this way on behalf of a large variety of corporations – and in a very effective way.

Dr Suzanne Ravenall, Chief Executive Officer,  
The Effectiveness Company



# New Concept in **B2B Outsourcing**

Some 20 years ago, the word 'outsourcing' was rather new and usually applied to outsourcing basic services such as information technology (IT), administration or the cleaning of buildings. But the concept and the businesses involved in this sphere have grown and matured to a level where an organisation like The Effectiveness Company is continuously pioneering new trends and setting new benchmarks while doing so.

"Outsourcing has come a long way. In our company, we have grown into a model where we can tailor just about any outsourcing solution on any platform imaginable. This is one of our two latest offerings in the outsourcing space, and one which we are particularly proud of. Our basic tenet is that of rendering a professional service and sourcing only the top professional people. Our next new outsourcing offering will take us another step ahead," she says.

Ravenall is a trendsetter and this is another brainchild that is certain to change the way in which corporate clients go about selling their services to prospective clients. □

### Changing the face of outsourcing

- ▶ Outsourcing is growing and new ideas are adding to the initial concept
- ▶ The trend has moved towards outsourcing solutions as opposed to services
- ▶ Business-to-business outsourcing is a new concept
- ▶ The bar is continually being raised by professionals in the field
- ▶ Outsourcing means expertise is at hand at all times