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## How SMEs Can Benefit From Tailored Outsourcing

*Tailored David instead of Scaled-Up Goliath: How Outsourcing is for SMEs, Not Just Large Companies*

York – In its services for small- and medium-sized businesses (SMEs), [The Business Outsourcing Company \(BOC\)](#) challenges the traditional model of outsourcing that helps only large, global companies and is also dependent on economies of scale. Unlike the goliaths of the outsourcing industry, BOC offer SMEs solutions that are always tailored, flexible and resource-intensive to achieve financial benefits on their behalf.

BOC helps SMEs - Retail as well as Business-to-Business - throughout the UK and in all industries. It does this by delivering cost-effective solutions to reduce SMEs' overheads and by improving their business processes. This is achieved by providing outsourcing and streamlining of one or more of an SME's back office operations, which can include everything from business lead generation and telemarketing, to data solutions, technical and telecomms support.

One example of an SME achieving such benefits from bespoke outsourcing is [Cheque Exchange Limited](#), a subsidiary of [Provident Financial Plc](#), the financial services group.

Cheque Exchange gave BOC three primary goals to deliver upon:

- Generate new business leads
- Reduce costs
- Make the sales process more efficient.

Over a period of six months to date, BOC has returned to Cheque Exchange:

- 21% uplift in the delivery of potential new clients throughout the UK
- Confirmed one-to-one meetings for their Field Team follow-up
- 15% reduction in back office and field costs

- A stronger revenue pipeline for its UK-wide sales team.

Speaking about the success of BOC's work, Cheque Exchange's Mark Rooke (General Manager) and Shaun Peak (National Sales Manager), said: "The Business Outsourcing Company is better than the other outsourcing providers we've considered in the past. They give our company a flexible, easy and cost-effective resource that complements our existing sales team. They not only deliver real results - they help strengthen our bottom line. We're looking forward to working with them on even more projects - which we believe says it all."

Sanjeev Patel, Managing Director of The Business Outsourcing Company (BOC), said: "Our success with Cheque Exchange is also credit to their own business acumen and tremendous drive. We're grateful to them for embracing our tailored approach to outsourcing, which has strengthened their sales, streamlined their back office process and helped drive the bottom line."

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#### Notes to Editors

For interviews and further comment, please contact [Robert White](#), tel: +44 203 286 4694.

#### About Cheque Exchange

The company is a wholly owned subsidiary of Provident Financial Plc, the financial services group founded in 1880. It offers a popular, easy and cost-effective way to exchange cheques for cash for its clients, which represent a large cross-section of consumers, retailers and scrap metal merchants.

#### About The Business Outsourcing Company (BOC)

Based in York, England, The Business Outsourcing Company is a division of [CNG Business Services](#), which is part of the privately owned CNG Family of Companies. The group was founded in 1971 and now has business services, retail and real estate interests both within the UK and overseas.

The company provides a wide range of Business Process Outsourcing services from its main outsourcing office located in Mumbai, India. Its broad talent pool and staff members possess numerous different skill sets. They are therefore positioned to serve all clients, both large and small, in a bespoke and flexible fashion.