

Thought Leadership Document Outsourcing



I talk with executives from different industries on a regular basis. And there's a marked shift in the tone of these conversations.

Business leaders are now ready to move beyond basic survival strategies and find new ways to boost productivity and generate revenue. At the same time, they want to sharpen the focus on execution so they can reap the benefits of business transformation as quickly as possible.

From my perspective, all of these trends underscore the critical importance of document outsourcing.

Let's talk about productivity.

Productivity gains improve the performance of your organization by helping employees accomplish more every day. But many organizations have already achieved high rates of productivity. So how do you make the next breakthrough?

One way to do that is to speed up the flow of information by optimizing your use of digital documents and automation. It's an effective way to drive improvements in business processes that revolve around claim forms, invoices, HR documents, product documentation and technical publications, and many other critical documents.

In fact, technology-driven advancements in document management may be the best way to increase the productivity of knowledge workers. According to a [recent article in the McKinsey Quarterly](#), finding new ways to increase the effectiveness of these valuable employees is one of the challenges facing senior leaders today.

New ideas for revenue generation.

Documents also play a key role in revenue generation, because they help you turn prospects into customers and maintain profitable, long-term relationships.

That's an obvious point. What's less obvious is this: You can engineer step-change improvements in the way you create, distribute and manage the digital and physical documents and content that drive your marketing efforts.

By optimizing workflows and taking full advantage of the power of automation, you build the foundation for accelerating content production, ensuring brand consistency, reducing operational costs and maximizing the use of internal and external data—all of which will help you generate a better return on your marketing investments.

Here's another idea that can support long-term revenue growth. If you integrate marketing, customer communications and your call center and customer support operations into a single interface, you build a new capability for improving the customer experience. This logical step will help you increase the effectiveness of



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your current marketing efforts and boost long-term loyalty at the same time.

Take a bold step forward.

These ideas are undoubtedly ambitious. And they may be difficult for most organizations to manage on their own. That's why document outsourcing makes so much sense.

It's a proven way to take advantage of state-of-the-art technology, the latest best practices, and expertise in methodologies like Lean Six Sigma and Change Management that accelerate the cycle time for business process improvements.

Thanks to these advantages, there's a compelling business case to be made for outsourcing. In fact, it may well be the most efficient and cost-effective way to transform the way you work every day. And that will help you position your organization for success in a resurgent—and highly competitive—global economy.

Sincerely,

A handwritten signature in black ink that reads "John M. Kelly". The signature is written in a cursive style with a large initial "J" and a long, sweeping underline.

John M. Kelly