



**GROW YOUR  
ECOMMERCE  
BUSINESS WITH  
OFFSHORE  
STAFFING.**



# Grow your eCommerce business with offshore staffing.

ECommerce is growing at a rapid pace. At the height of the COVID-19 pandemic in 2020, the industry experienced 10 years' growth in just 3 months<sup>1</sup>. With a steady and continuous rise expected, the market is becoming increasingly competitive and difficult to keep up with.

So, what sets high performing eCommerce businesses apart? The ability to offer excellent customer experiences. Delivering on this is critical to the future of your business – but often time-consuming and can require extensive resources. That's where offshoring can help!

Build efficiency and effectiveness in your business, while making room for business-critical work by offshoring customer service and marketing roles. If you're an eCommerce business looking to grow, this could be the best business decision you make.

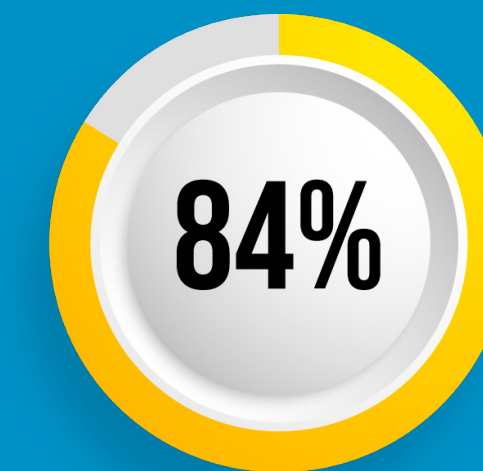
<sup>1</sup> [https://enterprise.plus.shopify.com/rs/932-KRM-548/images/Shopify\\_Future\\_of\\_Commerce.pdf?utm\\_source=drift&utm\\_medium=content&utm\\_campaign=2020-12-future-ecommerce-report-2021](https://enterprise.plus.shopify.com/rs/932-KRM-548/images/Shopify_Future_of_Commerce.pdf?utm_source=drift&utm_medium=content&utm_campaign=2020-12-future-ecommerce-report-2021)

## The future of eCommerce by numbers.



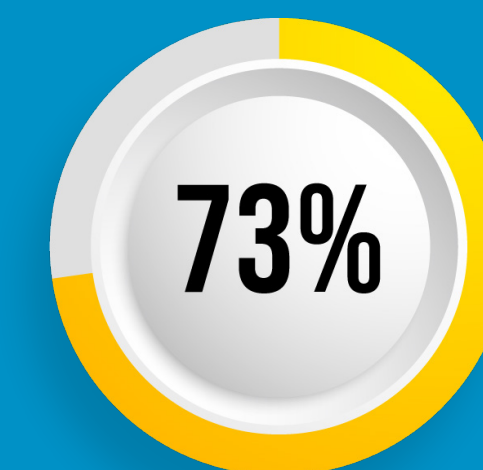
### Trillion in Revenue

is how much personalisation and the addition of a human element to eCommerce could unlock.<sup>2</sup>



### of companies

that work to improve their customer experience report an increase in their revenue.<sup>3</sup>



### of customers

point to customer experience as an important factor in their purchasing decisions, behind price and product quality.<sup>4</sup>

<sup>2</sup> [https://enterprise.plus.shopify.com/rs/932-KRM-548/images/Shopify\\_Future\\_of\\_Commerce.pdf?utm\\_source=drift&utm\\_medium=content&utm\\_campaign=2020-12-future-ecommerce-report-2021](https://enterprise.plus.shopify.com/rs/932-KRM-548/images/Shopify_Future_of_Commerce.pdf?utm_source=drift&utm_medium=content&utm_campaign=2020-12-future-ecommerce-report-2021)

<sup>3</sup> <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/?sh=771af774ef22>

<sup>4</sup> <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>

# What is offshore staffing?

Effectively, it involves outsourcing business functions to staff offshore in countries like the Philippines and South Africa. Your offshore staff can cover tasks that are essential for success but often consume valuable time. This allows your onshore team to focus on work that is critical to growing your business.

## How can offshore staffing help my eCommerce business?

Offshore staffing is a powerful solution for businesses looking to scale. 37% of small and medium businesses outsource business processes – and for good reason:

### CREATE CAPACITY FOR YOUR TEAM TO DO BETTER

With offshoring you'll gain access to a global talent pool of qualified experts who can pick up on the work overflow or tedious work. They will also be able to handle tasks in areas that require specialised skills – like content development, graphic design or SEO. Meanwhile, your team will be freed up to focus on more

### OFFER 24/7 CUSTOMER SUPPORT.

Dealing with customer inquiries is essential for any eCommerce business – but can be a time-consuming task. Offshore customer service representatives can handle these effectively and efficiently. Plus, thanks to the different time zones, you have the opportunity to provide 24/7 round the clock support.

### REDUCE YOUR BUSINESS COSTS.

Offshore locations like the Philippines and South Africa offer high-calibre talent at a fraction of the operational and salary costs of your local market. You can enjoy as much as 60–70% cost savings without sacrificing the quality of people or level of service.

# Staff Domain as your offshore staffing partner.

Staff Domain's extensive experience in matching businesses with the right talent, combined with our research-backed methodology for offshore outsourcing, puts us in the best position to help your eCommerce business grow.

Here are just some of the roles we can help you fill offshore:



## **CUSTOMER SERVICE REPRESENTATIVES**

to handle your customer enquiries, offer logistics management support, and aid your buyers whenever needed.



## **DIGITAL MARKETING SPECIALISTS**

to coordinate email campaign, run digital ads and manage your social media.



## **GRAPHIC DESIGNERS**

to build outstanding graphics and attract customers.



## **CONTENT AND PRODUCT LISTING SPECIALISTS**

to write product descriptions and manage your inventory.

*"I didn't set out on this journey to cut costs. It was to find stable, great talent that I couldn't find anywhere else. I tried local recruitment, local outsourcing and a raft of offshoring options. I now have a stable, talented team generating quality leads at literally a fraction of the cost had I have done it here. I only wish I had found Staff Domain earlier!"*



**Tamer Ali**  
Business Owner  
Optus Business Centre

# Learn how to scale up your eCommerce Business with offshoring today.

Book in for an obligation free consultation with us and receive a custom offshoring strategy for your business.

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Contact: [info@staffdomain.com](mailto:info@staffdomain.com)

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