

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.

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Growth Through Operations Support

Outsourcing has come a long way from simply being contact centers for voice support and sales to handling various business processes and operations requirements.

New Media Services (NMS), an Australian company, grew catering to these very wide business needs; as a start-up company established in 2007 with only 5 staff, NMS began handling one-on-one communications and various web design projects. Eventually expanding and moving operations to the Philippines by late 2009.

Coverage and Expansion

NMS now manages communications and content of consumers through SMS, IM, Email and Voice solutions using the “Live Operator Online Platform” (LOOP) – an internally developed and maintained cloud-based communications platform.

NMS also offers programming, design, content moderation, search engine optimization, social media management/engagement and other operations handling depending on client needs or demands.

Boasting wide coverage and flexibility in terms of being the ideal outsource-partner has helped New Media Services experience a major growth in terms operations, capacity and manpower through the addition of over 200 office-based staff and managers, plus a stable workforce of more than 1500 handling any and all service demands of Clients. This, and the recent addition of its newest branch, NMS Europe which opened in 2016, assures a wider market reach while continuously improving its current services and its tailor-made client offers.

New Media Services at Work

NMS has handled various clients covering short campaigns and long-term projects:

A Multinational Conglomerate Company (mobile communications and electronics) using image moderation to ensure their product launch stays within acceptable guidelines and standards.

Two International Airlines running a campaigns that require image and text moderation along with data management for photo and story submissions that showcase customer travel and destinations.

A Fashion and Apparel Company reaching customers through online feedback and reviews which require moderation as well as message handling.

Two Digital Marketing Companies requiring additional manpower and operations support for social media campaigns; including editorial calendars, current events research and moderation.

A Mobile App and Startup Social Network focusing on user-generated content, wherein NMS provides notifications and content-critical reviews.

Initiative



New Media Services
CARES
 We Deafinitely Care!

Meanwhile, NMS has an even brighter future ahead; offering even more value-added services as it continuously grows and gives back to the community through its charity initiative appropriately called NMS Cares.

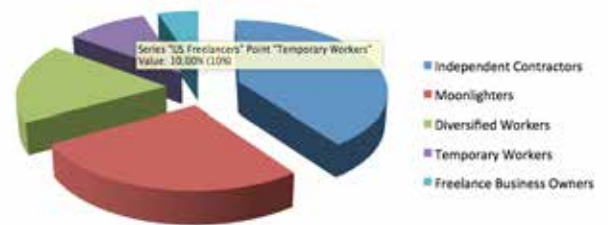
The Perks of Communications Outsourcing

In the global market of products and services, outsourcing has been a driving force in the growth of many businesses. Freelancing alone has shown how tasks can be delivered in a cost-effective way with virtually unlimited sources of manpower.

AN INTERNATIONAL INDUSTRY OF AVAILABLE MANPOWER

Outsourcing has been an internationally booming industry—in fact, according to a study conducted in 2014, about 18% (or 53 million) freelancers comprise a population of over 290 million Americans.

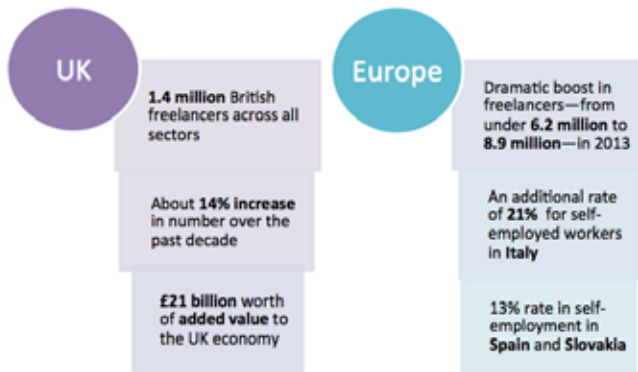
US Freelancers



Source: Freelancers Union - Elance/O-Desk

The chart above shows that of the 53 Million American freelancers, 21.1 million are Independent Contractors, 14.3 million are Moonlighters, 9.3 Million are Diversified Workers, 5.5 million have been found to be Temporary Workers and the remaining 2.8 million are classified as Freelance Business Owners.

UK and Europe Freelancers



Sources: Professional Contractors, "Future Working: The Rise of Europe's Independent Professionals"

In other parts of the world, both the UK and Europe have positive and profitable gains thanks to the growing amount of freelancers in what is now known as an "external workforce".

To drive the point further, below are the combined annual revenues from outsourcing in Africa, the Asia Pacific region, the Americas, Europe, the Middle East, and U.S. for the past five years.

Global Revenue Based On Annual Outsourcing



The statistics mentioned prove that the whole industry of outsourcing (not just offshoring) is both lucrative as a business model and also as a cost-cutting tool for businesses. Beyond systems, design, manufacturing and content outsourcing, the most common form of outsourcing now is communications outsourcing; the "Big Four" of communications, namely Voice, Email, Instant Messaging (IM) and Text Messaging (SMS).



THE PERKS OF OUTSOURCING COMMUNICATIONS

Setting the other forms of outsourcing aside, communications outsourcing is the best option for all the data and information we have to deal with on a daily basis. There are multiple providers of communications outsourcing around the world. All of which are tasked to represent a company or client with the common goal of making all interactions as easy, quick and convenient as possible.

To achieve this, the provider of communications outsourcing must be flexible and have the capability to handle two or more modes of communication; via voice, IM, email and/or SMS. The bigger the coverage, the better. If you find a provider like this, then you're all set. Having either an external operations center or an offshore company handle the day-to-day interactions between business-to-customer communications relieves the business of so many limitations.

HOW?



Boost in manpower

The availability of an adjustable work force means you can scale your business targets with ease either with the goal of increasing staffing or downsizing. Anytime the business needs increase, the availability of manpower will always be there to support this growth.



Enhances flexibility

With the ability to scale your manpower requirements according to your needs, another factor to consider is how easy it can be to find the right people to do the needed tasks. A global workforce ensures that an outsourcing company can adapt to the demands of the market.



Time Efficient, Compartmentalized and Cost

Unlike in-house hiring/training, internal operations and increased financial drain, outsourcing companies already have defined time management protocols, can act independently from the overall internal business operations and can achieve the targets at a fraction of the expense.

All in all, the choice of which outsourcing company you partner with, can spell success or failure. Finding a dependable partner involves a lot of research, but the payoff is well worth an extra day or two of digging. Imagine the possibilities that a partnership with a well-rounded outsourcing company can mean for your business!

To know more about outsourcing your communications services, [click here](#).

In and Around the NMS Sphere

Keeping Your Business' Edge Through Smarter Moderation Trends and Strategies

"Shaping your moderation features and plans should be patterned after what your brand's identity is while highlighting the ethics of online posting and sharing"

[Read More...](#)

5 Customer Support Service Tips for Small to Mid-sized Businesses

"The most basic requirement in customer support is to put client necessities at the heart of all that you do."

[Read More...](#)

Our Services



Live Chat Services

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



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.



Web Design and App Development

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



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.



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.



IT System Administrative Tools

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



SMSGO

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



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

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