

Outsourcing  
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 ***Orienta***  
***Direct***

# Outsourcing



Orianta Direct was founded in 1994 as a company specialised in managing the Clients outsourcing services.

More companies are trying to delegate outside, (outsourcing) those activities that do not form part of the core business of the main activity.

Choosing outsourcing enables the company to increase management efficiency of external specialists and to decrease overall costs.

In addition to outsourcing projects connected to a single activity, Orianta Direct, in conjunction with Orianta Labour Management, is a valuable partner for the management of full company processes (**Business Process Outsourcing**) that can be handled either inside or outside the Client company.

Orianta Direct comprises various areas of activity and operational divisions fully staffed by highly qualified personnel.

## 1. Orianta Direct Software

This division develops web based applications and internet programs to enable the Client to set out an information and management platform (based on Internet use) as a support for the outsourcing activity.

## 2. Orianta Direct Contact Center/Telemarketing

This division develops telemarketing projects both inbound and outbound through its own call centre.

## 3. Orianta Direct Credit/Management and Debt Collection

This section specialises in management of debt collection supported by specific software.

## 4. Orianta Direct Personnel/Outsourcing Administrative and Pay Division

This section is specialised in the complete management of personnel and particularly in filling in wage slips.

## 5. Orianta Direct Back Office / Outsourcing office work

This division is specialised in managing specific administrative issues and back office work, also utilizing outsourcing of services.

# Software web based



Orienta Direct has a section specialised in the development of web based applications and intranet applications.

Nowadays the economy is mainly based on knowledge and exchange of information; therefore, both private and public sectors need to identify more and more solutions which enable sharing of information with their employees within the company and with the main suppliers, partners and customers.

Since 1995, Orienta Direct has developed many Internet projects for important Client companies (Banks, Film industries, Multinational companies, Government offices, etc.).

Orienta's dedicated staff have reached a considerable experience in guiding the Client towards the most advanced and suitable technological solutions.

Through the development of **Web Based Management**, (accessible via Internet) Orienta Direct enables the Client to optimise internal procedures set for the sharing of information and to obtain a platform that could be utilised for outsourcing services.

Another particularly important Orienta Direct project is the development of a **Company Intranet Area**.

Intranet is a powerful but yet simple tool to manage a company's information and knowhow. Customers, suppliers, partners, personnel, price lists and information are managed within an integrated, secure and cooperative environment.

Due to the many projects created, Orienta Direct represents an ideal partner for the identification of the best technical solutions applicable and making them operative, optimising costs and time required.

# Contact center telemarketing



Orianta Direct has a specific division for developing inbound and outbound telemarketing projects, through its own contact center.

The utilisation of a contact center enables the Client to develop any communications project that have now become fundamental in managing a modern company.

Current market trends require careful attention to the communication tools a company utilises with its customers, suppliers with their potential market.

Work involved in a contact center can be developed either within a company or, as it is often the case, completely delegated to an external specialised structure.

Orianta Direct staff has great experience in projecting and managing contact center services.

If the client decides to manage the activity internally, Orianta Direct, thanks to synergy with Orianta Labour Management, can still do the research, selection, training, and management of personnel.

In case of outsourcing, Orianta Direct provides a complete service through its own contact center equipped with computer workstations, internet connection included, and modern equipment.

All projects concerned with Orianta Direct contact center activity (inbound and outbound) have careful design and execution of the objectives analysed, giving excellent results in terms of efficiency and operation.

## **INBOUND OPERATIONS**

- Telephone assistance and help desk for offering the client in Italy and abroad consultancy on the services, specific products and internet sites and gateways.
- Management of toll-free numbers and basic information about pre/post sales.

## **OUTBOUND OPERATIONS**

- Qualification of database with information updating and integration.
- Market research
- Pre/post sales verification of customer satisfaction.
- Telemarketing and direct client contact.

# Management & Debt Retrieval



Orienta Direct has a section specialised in projecting outsourcing of the retrieval and management of debt.

Still more companies are deciding to delegate outside the control and recovery of debt.

This choice enables the client to:

- Optimise cash flow,
- Reduce internal management costs,
- Transform fixed cost to variable,
- Utilise the best solutions provided by specialists,
- Reduce risk by anticipating savings,
- Effecting quality control (customer service).

Orienta Direct's personnel have ten years experience in the business of debt retrieval and management.

Orienta Direct, thanks to synergy with the software section has developed a specific program for debt action that enables the client to monitor cash collection in real time.

There has been progressive and significant improvement in all cases of debt management services provided by Orienta Direct for several years now, when compared to past performances



# Personnel Outsourcing Administration And Payment



Orianta Direct has many years experience in management of pay service for public and private companies.

These services enable the client company to externalise pay slip calculations and management of the company's administrative procedures (recording attendance, managing expense reports, billing, etc.)

The personnel are highly specialised (labour consultants) and thanks to the great number of businesses managed have developed the best data processing solutions, (also via web) and are constantly updated on all legal changes to be implemented.

Orianta Direct operates its consultancy in the field of human resources, administration and personnel management, pay and tax contribution nation wide for numerous medium and large public and private companies (banks, manufacturing firms, tertiary, and informatics/telecommunication, councils, AUSL, etc.), using the major CCNL and supplementary local or company integrations, if any.

Orianta Direct proposes a quality partnership to outsource projects for all or part of the processes linked to personnel management. ( Business Process Outsourcing)

Orianta Direct projects the most functional solution with the client company and can provide a constant presence of Orianta Direct personnel to the clients base according to the agreed work flow.

# Back Office Outsourcing office operation



Orienta owns a division specialised in outsourcing administrative management and back office through service contract formula.

The client who wants to externalise some internal operations comes to Orienta Direct experts who analyzes, assesses and prices the service.

In this way the client is able to transform fixed costs to variable delegating externally the complete operation or part of it.

The personnel staff is specially trained in company organisation and is able to formulate complete state of the art projects.

Thanks to synergy with the software division, these projects are integrated with informatics solutions enabling the client to constantly monitor the work progression via web.

Some examples of our operations are: billing management, accountancy, optical filing, general services, data banking, management of certificates, insurance policies, mailings, coupons, etc...