



# Outsourcing for the **On-Demand Gig Economy**

How the Open Access Difference Empowers  
a Top Industry Player with Customer Experience

JULY 2021



“Open Access BPO is a partner you can trust.  
The team's growth is a testament to our satisfaction  
with their services.”

Vendor Manager for Open Access BPO's On-Demand Gig Economy Client



# The Program





# Top Gig Economy Player at a Glance

## Program Summary

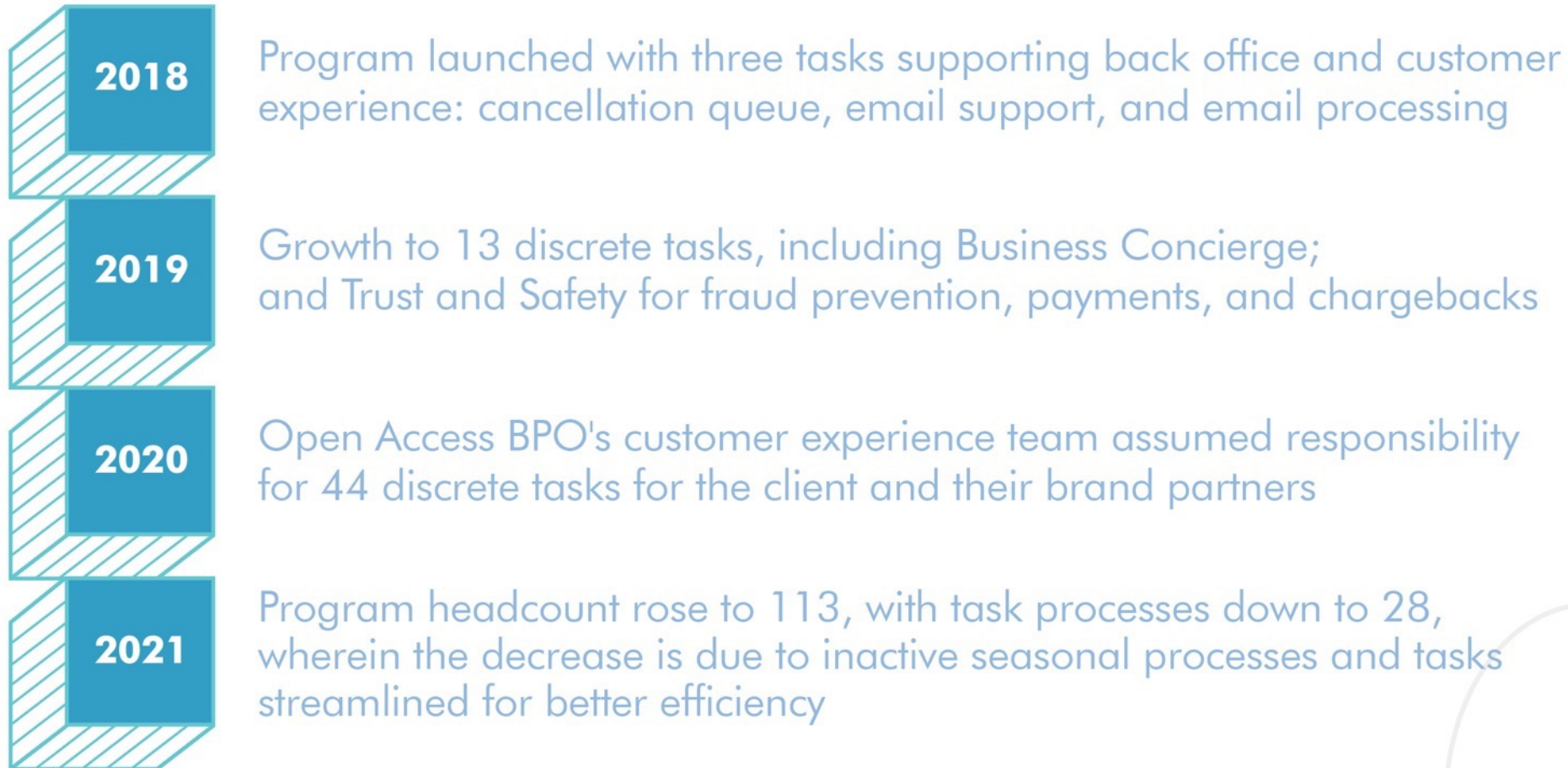
- ▶ Launched under Open Access BPO in 2018
- ▶ Offered multichannel customer experience and back office services for customers, freelancers, and brand partners
- ▶ Streamlined the CX process, eliminated ticket backlogs, accelerated background checks, and sent freelancers task info in near real time
- ▶ Received consistent positive stakeholder satisfaction for white glove support





# On-Demand Gig Economy Program

Timeline with Open Access BPO

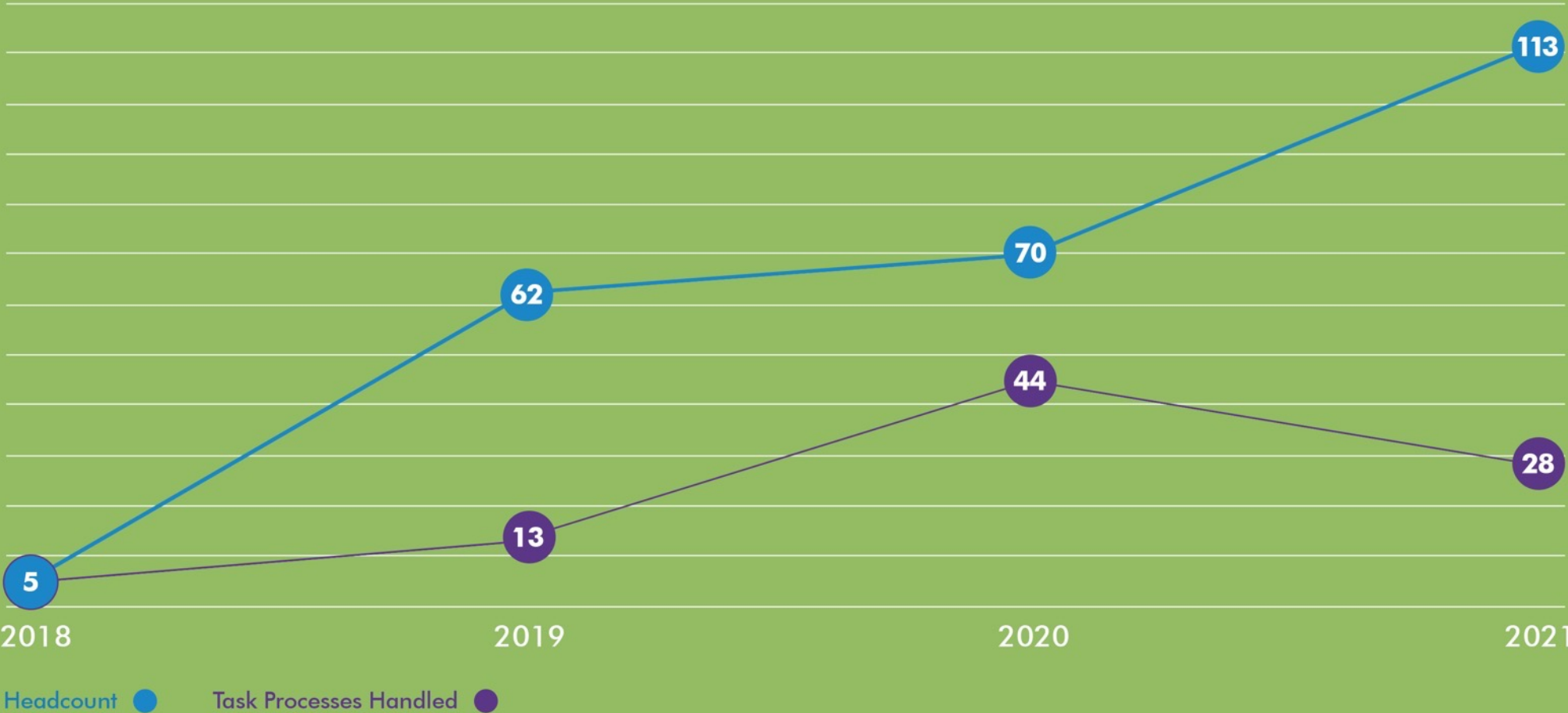






# Annual Progress

with Open Access BPO



# The Client





# Client Overview

## On-Demand Gig Economy Player

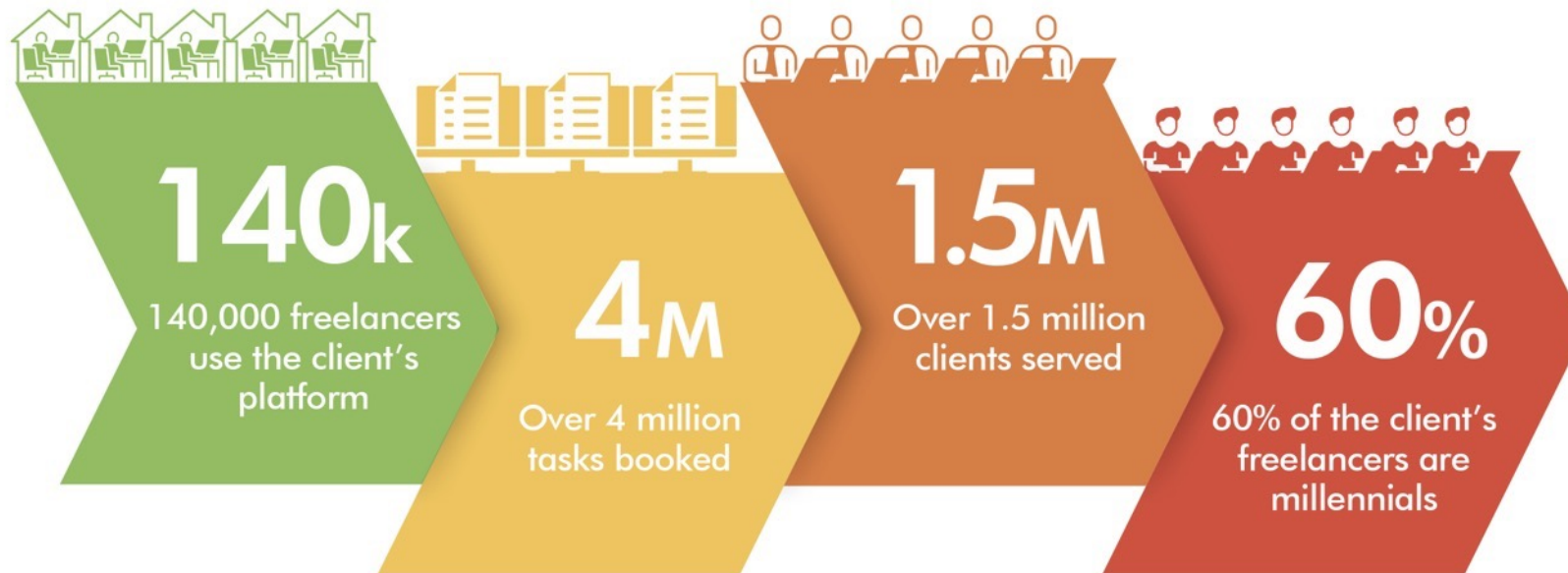
- ▶ The client is a Gig Economy pioneer, connecting 60,000 independent workers with over 200,000 daily organic visitors and is one of the most preferred peer-to-peer online labor marketplace platforms in North America and Eastern Europe.
- ▶ It was established in 2008 and acquired by a multinational conglomerate in 2017.
- ▶ Their online marketplace matches local Gig Economy workforce with consumers who want help with everyday tasks, including furniture assembly, cleaning, moving, and other handyman work.







# In Numbers: The Brand





On average, the Client's freelancers earn **5x (US)** and **3x (UK)** over minimum wage

**20x increase** in freelancer registrations in 2020 vs 2019



- ▶ overall most popular categories: furniture assembly, moving tasks, home cleaning
- ▶ demands surged for delivery, errands, shopping, and moving help in 2020



- ▶ most requested services: furniture assembly, minor home repairs, moving tasks
- ▶ moving services rose by **45%** in 2020
- ▶ **4x increase** in demands for delivery and errands services
- ▶ **7x increase** in shopping requests
- ▶ **24% year-on-year increase** in sign-ups over the year
- ▶ **over 29,000** people applied to become freelancers in 2020



# The Industry



# Defining On-Demand Gig Economy

The Gig Economy "refers to digital platforms that allow independent freelancers to connect with individuals or businesses for short-term services or asset-sharing. The key component underpinning this understanding is the freelancer's – the individual offering goods or services for a price – involvement on digital or online platforms."

(Mastercard Gig Economy Industry Outlook and Needs Assessment by Mastercard and Kaiser Associates May, 2019)



# Standard Gig Economy Process





# Journey to Success in the Gig Economy

The Mastercard Gig Economy Outlook references the standard Gig Economy business journey. Several points along this route to operational sustainability can make use of outsourcing for back-office and for customer experience. Since the industry, as a whole must support both freelancers and customers, customer experience is a key driver for success.

(Mastercard Gig Economy Industry Outlook and Needs Assessment by Mastercard and Kaiser Associates May, 2019)

# Ensuring Industry Success with Open Access BPO

Imperatives for Gig Business Growth	Outsourced Solutions for Success
Differentiate company from competitors to convert freelancers from peer platforms	Provide blanket support to address concerns for new or prospective freelancers with a hotline and proactive introduction call
Efficiently onboard freelancers to the platform so they can appropriately complete services	Rapid freelancer onboarding through Open Access BPO center using human-prompted process automation
Implement consumer acquisition marketing campaigns to boost brand awareness	Full multichannel customer experience through chat, email, SMS, and voice to convert brand interest into customer platform access and usage
Efficiently onboard consumers to the platform	As required onboarding support in concert with self-service tools for more tech savvy users
Offer value-added services to workers and consumers to build brand stickiness and minimize attrition	Rapid, proactive intervention for customer, partner, and freelancer issues to cement positive brand experience
Address and resolve consumer or freelancer complaints in a timely manner	User-centric support that moves quickly to resolve known issues, and an empowered team to handle new challenges as they arise



# In Numbers: Gig Economy in the US and Europe

By **2027**, the Gig Economy is expected to become the leading industry within the **US Gig Economy** workforce.



Total freelancing income makes up ~5% of US Gross Domestic Product at ~\$1 trillion



Almost 50% of US freelancers want to continue freelancing post-pandemic



25-30% increase in Gig workers in 2021 vs. 2020



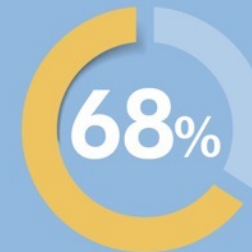
23 million participants in 2020 vs. 2019



Freelancers in Europe increased 45% between 2014 and 2019



Between 2016-2019, freelancers in the UK double to 4.7 million



68% projected growth in Gig Economy gross volume by 2023





# In Numbers: Worldwide Gig Economy

**Developing countries** showed 30% increase in gig platform use. A significant portion of freelancers are based in developing India, Indonesia, and the Philippines.



## INDIA

- **25-30%** demand increase for Gig workers potentially placing it in third place after US and China in terms of workforce
- **115% projected growth** in Gig Economy gross volume by 2023



## PHILIPPINES

- placed **sixth** worldwide as a fast-growing market for Gig workers
- **35% increase** in freelancer earnings



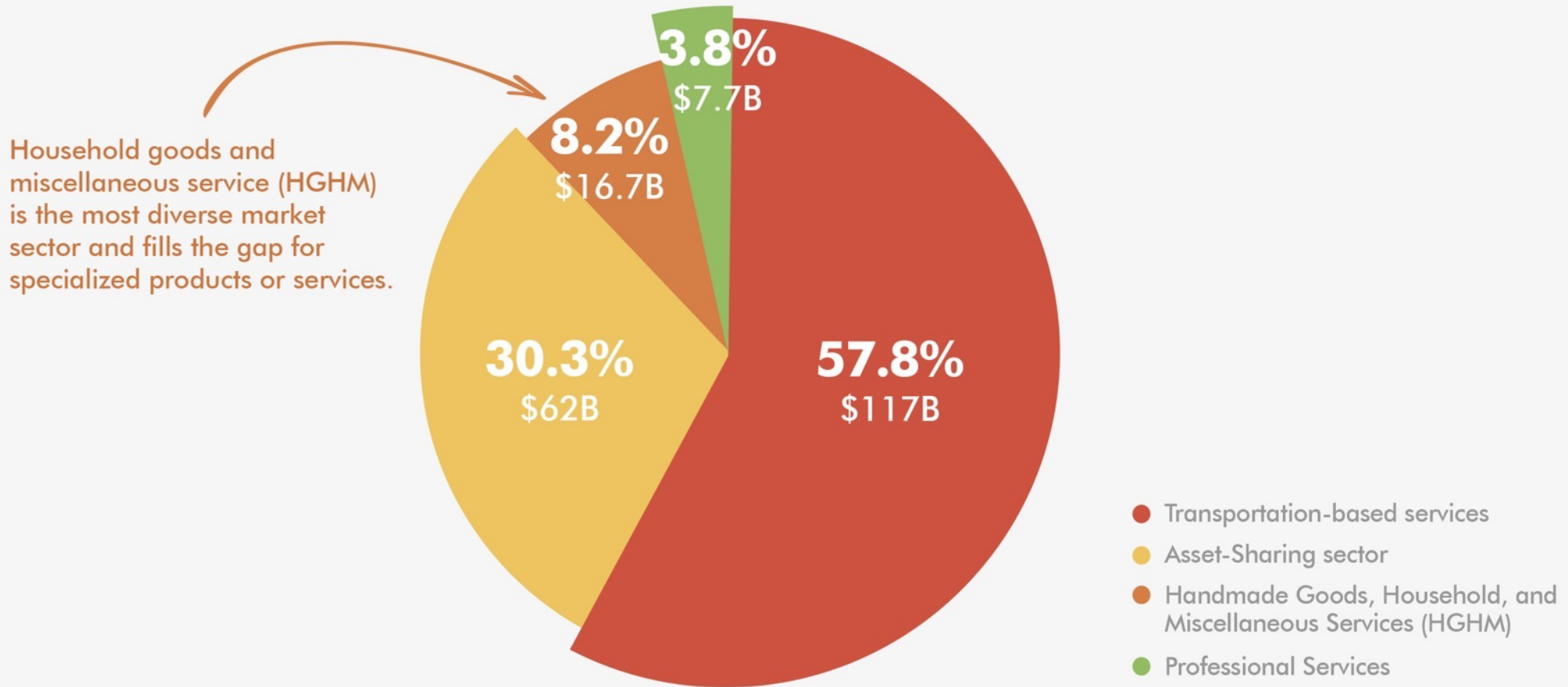
## BRAZIL

- **129% projected growth** in Gig Economy gross volume by 2023



## Service Sectors

Transportation-based solutions make up ~83% of on-demand services gross volume for Gig Economy.

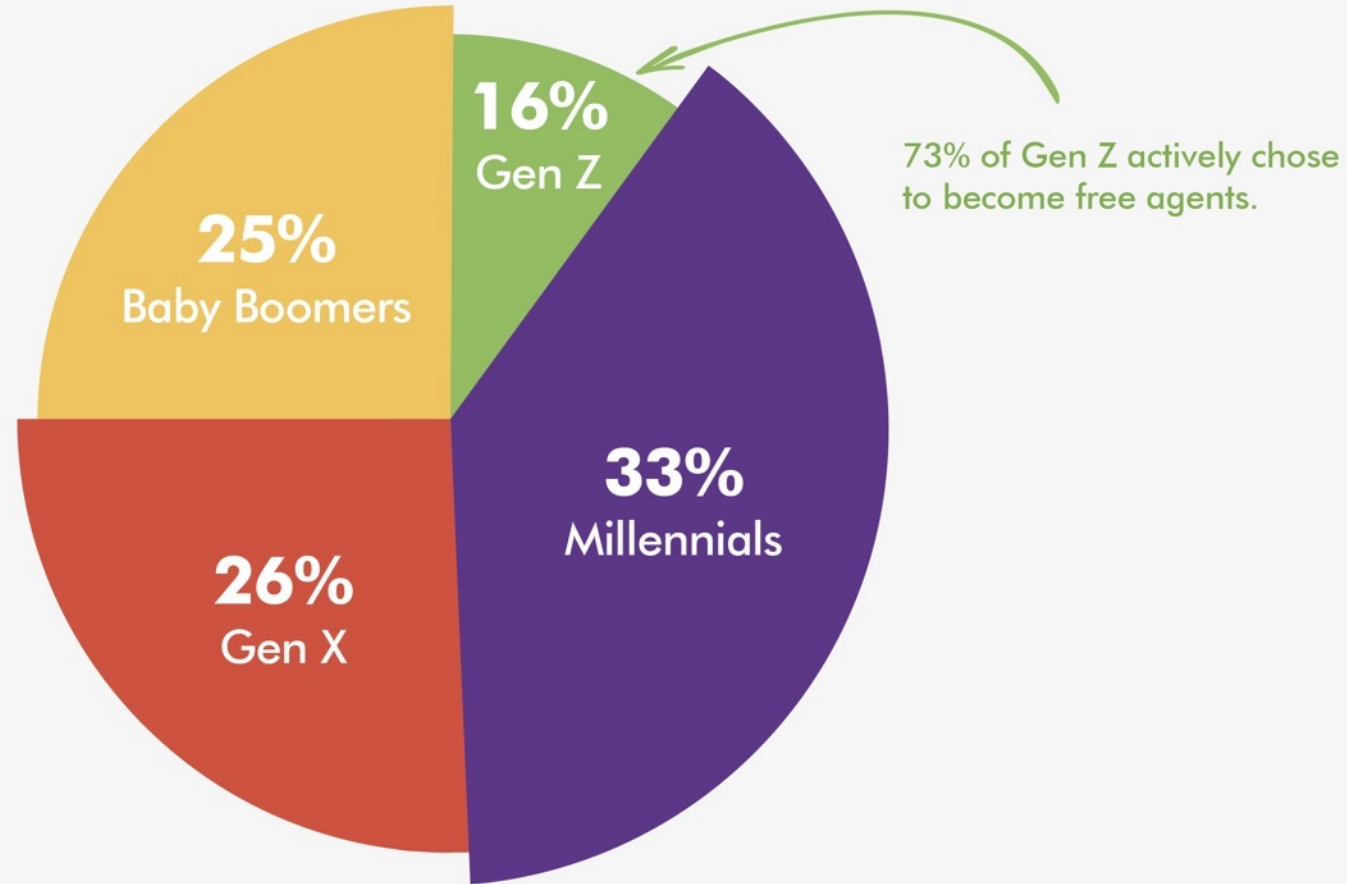






## Demographics

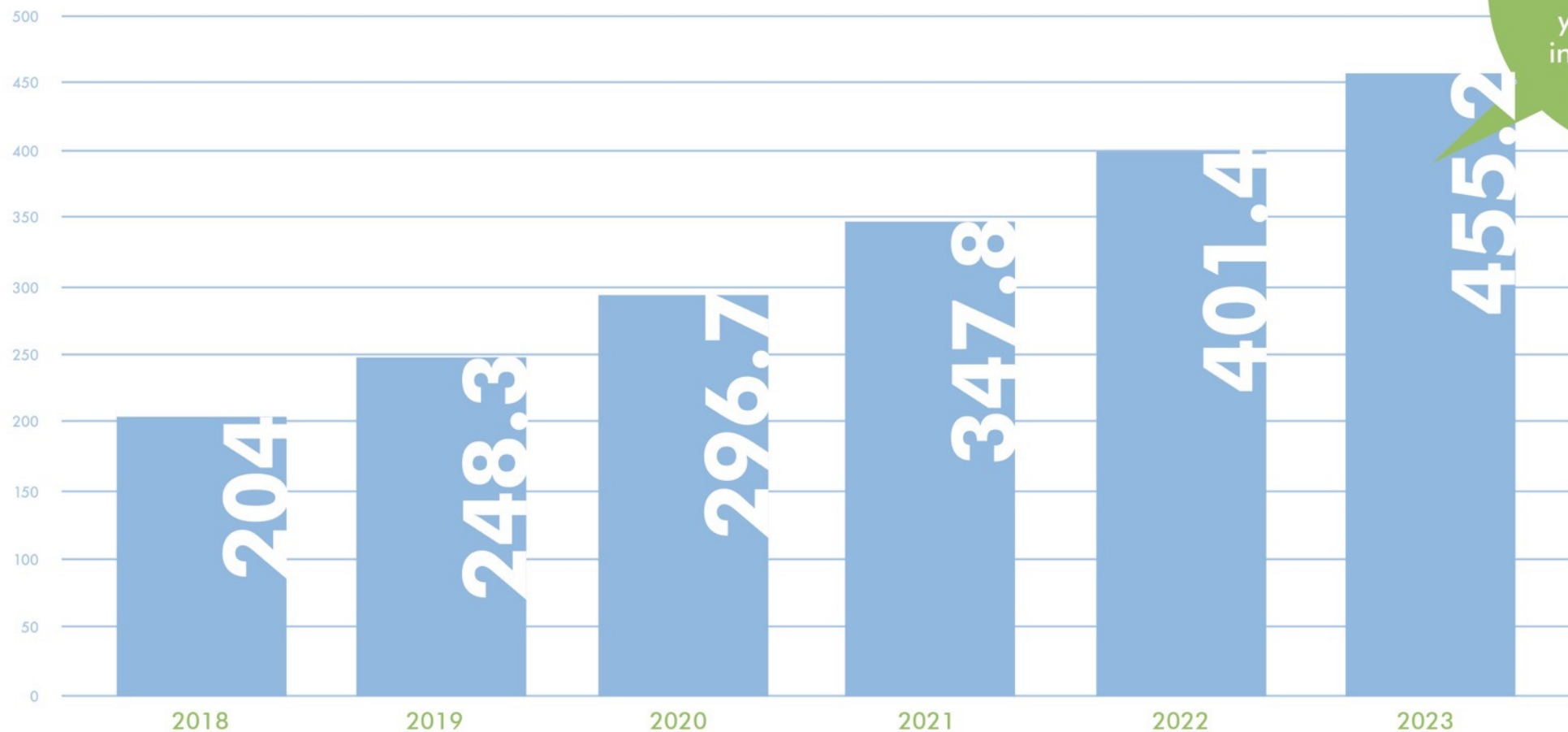
52% of full-time gig workers are men, 48% are women ~64% of Millennials take freelance jobs as side hustles to earn more money.





# Projected Gross Volume of the Gig Industry

(Billions USD)



On-demand Gig Economy is projected to grow to \$455B by year-end 2023 in Gross Volume transactions.

# The Open Access Difference





# Open Access BPO

Making a Difference for Gig Economy Support Experience

- ▶ Time in the trenches with on-demand gig economy means we understand the specific business drivers for the industry.
- ▶ Our staffing playbook and training library translate to speedy and confident deployment of capable, ready agents.
- ▶ Hands-on, direct management style readily aligns with our program counterparts to stay focused on success.
- ▶ The proof is in the glowing feedback and high trust ratings from our clients.





# About Open Access BPO

A multilingual outsourcing firm headquartered in Las Vegas, Nevada.

Since its inception in 2006, it evolved from telemarketing to a full-suite provider of scalable multichannel business solutions. The company extends its expertise to both growing enterprises and established global brands from its operations facilities in Makati and Davao in the Philippines; Taipei, Taiwan; and Xiamen, China.

Its multicultural workforce provides a wide range of outsourcing solutions, including multilingual customer support and content management in more than 30 languages.







**Contact Open Access BPO to learn more about successful outsourcing for the Gig Economy.**



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