

**Asia.**  
**Business Outlook**

BUSINESS PROCESS OUTSOURCING COMPANIES IN ASIA

ASIABUSINESSOUTLOOK.COM

MAY, 2022

*M. CHERRY V. ORLINA*  
*CEO & FOUNDER*

**MCVO TALENT  
OUTSOURCING  
SERVICES**

*MARK ZUCKER*  
*CO-FOUNDER*

**DELIVERING SERVICES FOR  
EFFICIENT BUSINESS FUNCTIONS  
TO GET AHEAD OF THE  
COMPETITION**

\$ 50





# MCVO TALENT OUTSOURCING SERVICES

## DELIVERING SERVICES FOR EFFICIENT BUSINESS FUNCTIONS TO GET AHEAD OF THE COMPETITION

Outsourcing has boosted the global economic pie. Many businesses opt to outsource processes, as new and innovative services are increasingly available in the ever-changing, highly competitive business climate. In today's connected world, a successful business is an efficient one, and the difference can come down to innovative processes, with suitably adept management to match. The key to implementing a business process outsourcing (BPO) strategy, is to hire an experienced vendor who can guide you, and that has a strong track record of success.

Further, the global pandemic has removed many objections for outsourcing companies. Currently a high percent of office workers are remote, and this trend is expected to continue indefinitely. This has removed the primary objection to outsourcing (having everyone together in the office). The Great Resignation in the US has also stimulated growth. Prior to the pandemic, close to 100 percent of inquiries related to reducing costs, whereas now ~20 percent of inquiries are from companies who simply cannot find qualified applicants in their area.

Outsourcing has long been proven to help businesses of any size get more things done faster, at a lower cost. With a sales office in Chicago and BPO staff in the Philippines, MCVO Talent Outsourcing Services provides outsourced Bookkeeping/Accounting, Virtual Assistants, Customer Service, Data Entry, Medical Billing, Photo and Video Editing services that offer not only cost and time efficiency, but topnotch quality as well. Named as one of the Top Business

**M. Cherry V. Orlina – CEO & Founder:** Cherry is Filipino born and migrated to the United States in 1987 after graduating high school in Manila. In the US, she attained a Bachelor's of Art degree in Advertising with a Minor in Theater from University of Illinois at Chicago. She also obtained a dual Master's Degree in Business Administration and Human Resources from DePaul University. As a Chief Operating Officer of a US – based company, Zookbinders, she found an opportunity to provide Filipino talents to US and UK companies offering the same level of education and skill set accomplished by US and UK employees. In 2017, Cherry started MCVO Talent Outsourcing Services to provide business process outsourcing services to English speaking countries worldwide.



MCVO TALENT OUTSOURCING SERVICES BELIEVES THAT THERE'S NO ONE-SIZE-FITS-ALL SOLUTION, AS EVERY BUSINESS IS UNIQUE. IT STANDS OUT AMONG OTHER OUTSOURCING COMPANIES AS IT ALWAYS MAKES IT A POINT TO CUSTOMIZE ITS SERVICE PACKAGES BASED ON ITS CLIENTS' REQUIREMENTS



**Mark Zucker – Co-founder:** "Z" is a serial entrepreneur who's worked for and founded companies in NYC and Chicago. His wedding album company Zookbinders first ventured into outsourcing in 2012 (as a client) and has seen how outsourcing has helped his company stay viable in an industry that's become a giant red ocean. A sought-out speaker on innovation, he has given presentations on topics as diverse as: Growing Sales, Operational Efficiency and Client Experience. His passion for learning about other businesses gives him a unique perspective in working with clients to help evaluate which positions are best suited for outsourcing.



Process Outsourcing Companies in 2020 and 2021, MCVO Talent Outsourcing Services offers a wide range of offshoring solutions. The company supports small and medium businesses in the US, UK, Canada and Australia by providing them with outsourced Bookkeeping/Accounting services, Customer Service, Virtual Assistants, Data



## NAMED AS ONE OF THE TOP BUSINESS PROCESS OUTSOURCING COMPANIES IN 2020 AND 2021, MCVO TALENT OUTSOURCING SERVICES OFFERS A WIDE RANGE OF OFFSHORING SOLUTIONS

Entry, Medical Billing, Digital Marketing, and more.

MCVO Talent Outsourcing Services was started by M. Cherry V. Orlina and Mark Zucker. Cherry was born and raised in the Philippines and has owned, operated, and consulted for businesses in the US for the past 25+ years. Mark, on the other hand was born in the US and owned and operated businesses in the US. Both, Mark and M.Cherry ventured into outsourcing in 2012 as a client. Years later, they figured that they can help other small businesses in the US and other countries remain viable amidst challenges, and grow exponentially through outsourcing solutions. The culmination of both their experience has thus helped MCVO to deliver the best practices of businesses in the East and West.

Sharing her views on the BPO industry, Cherry said, “Prior to the pandemic, the biggest objection for outsourcing was having workers not physically present.

Now that the paradigm has shifted (and we believe it’s permanent), companies are more open minded to hiring offshore talent to reduce their operating costs – it’s become more mainstream and companies with a track record of excellence will benefit.”

### END-TO-END SERVICES

MCVO Talent has 6 services that represent over 80 percent of its businesses. These include Accounting/Bookkeeping, Customer Service, Virtual Assistants, Medical Billing, Data Entry and Photo + Video Editing for weddings. The company’s outsourcing bookkeeping services help companies lower their office labor costs by providing experienced staff to handle Bookkeeping, A/P, A/R, and other Accounting functions starting at just \$11.54/hr.



Its outsourcing customer support service on the other hand integrates with a businesses’ current staff and provides help desk support, telemarketing, chat, and email support starting at just \$10/hr. “One key advantage of working with MCVO Talent is that we’ll always train a back-up for you,” adds Mark. MCVO’s data entry specialists have a wealth of experience in different sectors and start at just \$9/hr. Many companies have also reaped the benefits of hiring outstanding offshore Virtual Assistants with MCVO’s services. “Here at MCVO Talent Outsourcing Services, we put client satisfaction among our top priorities. We take pride in delivering the kind of outsourced services our clients expect and deserve,” says Mark.

At MCVO, Contingency is prioritized to help mitigate the disruption caused if/when a company’s staff member changes. A Supervisor will always attend and record training sessions so that in the event of turnover, the team at MCVO can assume part of the burden of retraining, instead of pushing 100 percent of this responsibility to the client. “When we first meet with clients, we often find they have needs within several departments, so we act as consultants, in recommending a roadmap of services based on their most immediate needs, combined with our experience in which services are easiest to implement. Also, within our onboarding, if our talent is not as familiar with the culture of the country they operate in, we will provide training to help them acclimate, and ensure a smooth onboarding,” says Cherry.



working with this team have allowed us to deliver products to customers faster than we ever dreamed we could! The MCVO team consistently helps make our company rise above the rest. Working with MCVO is a great value and we highly recommend them to anyone looking for office support.”

MCVO Talent Outsourcing Services believes that there’s no one-size-fits-all solution, as every business is unique. It stands out among other outsourcing companies as it always makes it a point to customize its service packages based on its clients’ specific requirements. “To help us do that, we follow a streamlined 3-step process, which is designed to make onboarding outsourced staff easy for you and make the entire experience as hassle-free as possible,” adds Cherry.

### ONWARD AND UPWARD

On the business front, MCVO hopes to help companies lower their operating costs by hiring talented Filipinos. This allows companies to function with a lower local employee headcount which will increase their profit and fuel their growth. Internally, on the other hand, the company hopes to provide opportunities for talented and hard-working Filipinos who are serious about learning and developing as professionals. “We are more focused on improving our current services and client (and employee) experience than we are on adding new services,” says Mark.

The team at MCVO listens to the marketplace and does its best to stay ahead of trends. The company is more focused on improving its current services and client (and employee) experience by adding new services. The company’s mission goes beyond outsourced staffing. It is committed to supporting its client’s business as they grow.

“We’re looking to diversity globally and expand our client base to more English Speaking companies in Asia, Australia, Europe, Africa and North America, while staying true to the services we have expertise in,” concludes Cherry. [ASO](#)

### PORTFOLIO OF HAPPY CLIENTS

One Company in New York that developed software to help Car Dealers photograph pre-owned automobile hired MCVO in 2018 to QC the photos taken of each car. Since MCVO was hired, the company increased its head count to 8 by hiring new positions in Marketing and Accounting. A Wedding Dress Company in Minnesota also added a Content Writer/SEO Specialist, Bookkeeper and Social Media Specialist after working with MCVO.

Dettloff from Elite Entertainment said, “MCVO Talent Outsourcing Services has been such a time saver for us! Their work is high quality and they honor the timelines they promise. Additionally, communication and ease of



# Asia Business Outlook

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## Asia Business Outlook TOP 10 **BUSINESS PROCESS** OUTSOURCING COMPANIES IN ASIA - 2022

### Asia Business Outlook

*recognizes*

MCVO Talent Outsourcing Services

*as one of*

Asia Business Outlook TOP 10  
**BUSINESS PROCESS**  
OUTSOURCING COMPANIES IN ASIA - 2022

*This certificate is awarded for the stellar performance in the industry.  
It works as a testament to the competence and excellent application of industry  
standards & methods combined with a strive towards brilliance.*



  
Emmanuel Christi Das  
Managing Editor