
¿Es la externalización de los servicios la solución para las pymes? (Artículos)

06, mayo



Los [servicios de externalización](#), también conocidos como outsourcing, comenzaron siendo una buena solución para ahorrar costes en las grandes empresas. De esta forma, además, conseguían mejorar sus procesos de producción a la vez que ahorran costes al tener que contratar menos personal y comprar menos maquinarias. Por ello, con el paso de los años, cada vez son más las pymes que se lanzan a buscar empresas subcontratadas que realicen para ellos determinadas tareas que conlleven una mejora en la calidad y una mayor eficiencia.

Pero, ¿es la externalización la solución definitiva para las pymes? Esta pregunta tiene una difícil respuesta puesto que cada negocio es único. A pesar de ello, sin duda alguna, es un alternativa muy interesante para un buen número de empresas puesto que, de esta forma, no necesitan contratar y formar, por ejemplo, a personal especializado en el campo en que desarrollan su actividad sino que, simplemente, tienen que contratar a otra que ya lo ha hecho con anterioridad. Además, esto permite que los empleados puedan centrarse en las tareas realmente importantes, algo que también supone un importante ahorro de tiempo y horas de trabajo.

Lo mismo ocurre con la maquinaria, un aspecto que se lleva una gran cantidad de dinero de aquellas empresas que las necesitan como, por ejemplo, una lavandería industrial de Madrid. También hay que hacer mención a los servicios de limpieza de oficinas, los cuales pueden encargarse de llevar todo el tema de limpieza, por una económica cantidad de dinero al mes evitando así que la propia empresa tenga que invertir en trabajadores que desarrollen esta tarea y en crear una sección específica.

Otro argumento de peso es que las empresas que se contratan mediante externalización de servicios ya cuentan con una gran experiencia en ese área de trabajo determinado. O, al menos, han desarrollado el proceso de contratar personal cualificado o formarlo adecuadamente.

En conclusión, la externalización de servicios es una herramienta que está ayudando a infinidad de pequeñas y medianas empresas a superar de forma más holgada estos tiempos de crisis al permitir ahorrar costes sin necesidad de que la calidad se vea afectada. Por ello, es una solución totalmente recomendable para cualquier negocio y que crea, por sí misma, puestos de trabajo.

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