

SYDNEY, AUSTRALIA, August 26, 2013 /24-7PressRelease/ -- [LMS Thinking's](#) Managing Director [Tim Kennedy](#)

attributes the firm's rapid acquisition of the local market to its business model which is built on the company's commitment to providing results and superior customer satisfaction. "We have grown our client base considerably over the last three months, mainly due to referrals from our existing clients. We have a business model which has been tried and tested over three continents, which gives our clients great reassurance that they will get excellent representation as well as a strong return on investment," states Tim Kennedy, Managing Director of LMS Thinking.

About LMS Thinking: <http://www.lmsthinking.com>

LMS Thinking reports that many Australian businesses are choosing to outsource to local companies due to the market knowledge, communication skills and higher ROI than off-shore outsourced companies. Outsourcing is defined by global market research firm Plunkett Research as being the practice of hiring an outside company to perform a task that would normally be performed internally. Business Process Outsourcing (BPO) is one of the biggest outsourcing markets and relates to the outsourcing of specific business functions such as sales or human resources. Plunkett Research estimates the value of the outsourcing industry to be around US\$483 billion globally, while IT research and advisory agency Gartner forecasts the Asia/Pacific BPO industry, which was worth US\$5.9 billion in 2011, to be worth US\$9.5 billion by 2016. As of 2011 Australia had the largest share of the Asia/Pacific BPO market at US\$4.3 billion, which was over 3.5 times more than India. Australian companies are choosing to outsource to domestic companies rather than overseas due to the ease of communication and reporting offered, as well as the fact that rising wages and costs in countries such as India and China make offshoring a less cost-effective option.

"We're very pleased with the results in Sydney so far. We work with incredible clients and collaborate with them to ensure that we continue to offer the most result orientated service possible," says Tim Kennedy, Managing Director of LMS Thinking.

LMS Thinking will continue to execute face-to-face direct marketing strategies to maintain healthy and sustainable growth in the Southern Hemisphere and deliver positive financial returns for their growing client base.

Sources:

LMS Thinking Gains 9% of Sydney Outsourcing Market Since May 2013

Written by Australian Business

<http://www.gartner.com/newsroom/id/2174215> <http://www.plunkettresearch.com/outsourcing-of-fshoring-bpo-market-research/industry-and-business-data>

LMS Thinking is based in Sydney and has international offices established in London and New York. The firm provides B2B, B2C and event-based marketing and sales services.