

# DO THE WORK IN-HOUSE OR HIRE A 3RD PARTY EXPERT?

**7 questions** to help you confidently decide which one is right for your company.



# In-house or hire a 3rd party?

A growing business is something to celebrate.

But with that growth, companies often have to hire outside, 3rd party experts to help them accomplish tasks or projects.

Some of the reasons why companies consider hiring 3rd party experts include:

- the in-house team doesn't have the skillset and the company doesn't want to hire an employee or train for that skillset
- tight deadlines
- the company's knowledge might influence what they're trying to do
- the company doesn't know where to begin
- company resources need to be focused on other projects

## This guide covers

- ✓ the **7 questions** you need to ask to decide whether your project should be run in-house or by an expert 3rd party
- ✓ the **4 things** you need to consider to help you spot a pretend expert from a genuine one

# In-house or hire a 3rd party?

	YES	NO
1. Are we <b>capable</b> of doing this project ourselves?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do we have the <b>competency</b> to achieve our desired outcome using only internal resources?	<input type="checkbox"/>	<input type="checkbox"/>
3. Is our <b>experience</b> helping or hurting us with this initiative?	<input type="checkbox"/>	<input type="checkbox"/>
4. Is our <b>perspective</b> helping or hurting us with this initiative?	<input type="checkbox"/>	<input type="checkbox"/>

# In-house or hire a 3rd party?

	YES	NO
5. Do we <b>capacity</b> to do this project ourselves?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do we have the <b>capacity right now</b> to accomplish this initiative?	<input type="checkbox"/>	<input type="checkbox"/>
7. Is this initiative the best use of our <b>capacity</b> ?	<input type="checkbox"/>	<input type="checkbox"/>

# Hiring an expert 3rd party

It can feel risky to hire a 3rd party. Let's be honest--not everyone who calls themselves an expert has the right experience and knowledge.

Here are 4 questions to help you confidently determine the genuine experts from those who pretend to be experts. Use these questions to hire a 3rd party with confidence and peace of mind you made the right choice.

## What to look for

1. Do they have case studies? If they don't, can they explain why?
2. Have they shown you a solid, repeatable process that illustrates they can competently complete your project?
3. Are their results fairly consistent?
4. Will they allow you speak to some of their current or former clients?

# Anita Toth

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After 20+ years working in a university research institute, Anita now uses her qualitative research skills to help **Chief Customer Officers** and **Customer Success Leaders** gather the true voice of their customers through her company's *Customer Insights 360* system.

The *Customer Insights 360* system allows CCOs and CS Leaders to determine the best course of action for winning outcomes. Using context-driven data from the CI 360 system Anita's clients increase NRR, reduce inefficiencies, and increase customer satisfaction.



See how Customer Insights 360 can help you  
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