

A Good Practice Guide to Contact Centre Outsourcing



With customer service complexity accelerating dramatically, it's increasingly hard for organisations to expect their traditional contact centres to support all aspects of today's more circular customer journeys. Recruiting the right staff can be complex, reacting quickly to change can be challenging, while staying on top of fast-moving technology and digital channels is often daunting.

In this CCMA Good Practice Guide, we look at the role that outsourcing all or part of your contact centre operation can play in helping to resolve this contact centre complexity. We'll also look at how outsourcing itself has evolved, and address why, how and when contact centre managers can put outsourcing to work for their organisations.

Moving from traditional call centre outsourcing to CX orchestration

When people consider outsourcing, many still think about the traditional transfer of clearly-defined and cost-driven inbound or outbound customer service processes to a third-party service provider. However, those traditional customer journeys – the discovery of a new product, finding some more information, making a purchase, looking for some customer service support – have become much more complex and harder to deliver separately.

Without a holistic plan that brings all of these pieces together with a clear customer focus, it's easy to see well-intentioned yet costly efforts start to fail.

That's why many organisations choose to work with specialist business process outsourcing (BPO) partners who are experts in the provision of end-to-end customer experience

solutions. Leveraging next generation digital, automation, desktop and cloud technologies, today's best practice outsourcers offer a new generation of CX orchestration focused on delivering clearly stated customer outcomes that span every interaction channel and stage of the customer journey.

Why should you outsource your contact centre operation?

Finding the right outsourcing partner with deep customer contact expertise can help to remove customer service and sales pressures from a brand - leaving it free to focus on its core business mission. Specialist BPO partners will also deliver key benefits in four key areas:

1. Staffing and Recruitment – it's hard for organisations to keep their contact centres fully resourced, and increasingly so as hybrid working enables advisors to seek opportunities outside their local area. Outsourcing partners understand the skills and personality types that work best in CX roles, and they have both the tools and resources to find, and staff contact centre positions. Global outsourcers also have the resources to efficiently scale your brand for both ongoing and seasonal support.

2. Ability to respond quickly and efficiently – customers expect great interactions whenever they connect with your company, while the global marketplace also demands support at any time, across any channel and in any language. Outsource partners can support this level of engagement at scale, offering consistent customer care and sales experience – physical or digital – particularly where an external event or service issue might lead to a surge in customer demand.
 3. Successfully balancing technology, digital channels and people – with customers increasingly exposed to best practice engagement, it's essential that brands are able to deliver this across multiple channels of support. That's easy to say, particularly if you're currently held back by a legacy call centre system and finding it hard to transition to a more agile and flexible cloud platform. Outsource partners can immediately transition your customer interactions to an optimised CX infrastructure – one that's powered by AI and modern desktops to support advisors, by data analytics to predict what customers will want, and that uses tools such as Robotic Process Automation (RPA) to remove repetitive tasks.
 4. Proven CX expertise - sometimes it's difficult enough for contact centre teams to look beyond service levels and costs when they're so busy trying to make all the moving parts fit together. An effective outsource partner can help you take things to the next level, offering end-to-end CX capabilities, leveraging digital and next generation strategies, and supporting your brand through digital CX transformation and optimised business outcomes.
- Offshore – providing service from low-cost regions around the world to reduce costs. Simple or transactional interactions work best for this engagement model.
 - Virtual/At-Home – recruiting onshore advisors who work from home to reduce overhead costs, lower attrition and raise retention.
 - Managed Services – maintaining your own contact centre infrastructure, but working with partners for specific talent acquisition, leadership development and workforce management.
 - Self-Service/Automation – introducing intelligent automation into your physical and remote contact centre operations at scale. Key technologies here include Artificial Intelligence (AI), RPA and Robotic Desktop Automation (RDA) to help create effortless experiences for both contact centre employees and customers.

When should you start thinking about outsourcing?

Not every company needs an outsourcing partner. However, there's also no particular reason why companies should have to own and manage all their CX resources and technology. Businesses often start to think about outsourcing when one or more of the following stages are reached:

- When you're finding it increasingly hard to recruit, train and keep good quality advisors
- When you don't have a 360° view of your end-to-end customer journey
- When you feel that your legacy contact centre platform is holding your CX back
- When you're not sure how to take advantage of technologies such as AI and RPA
- When you're spending too much time managing multiple technology and service providers
- When your customer experience and CSAT scores are consistently disappointing
- When your competitors keep on winning awards for their customer service

If any of these sound familiar, then maybe it's time to start thinking about outsourcing?

Learn more at: www.ftcc.com/emea

How can outsourcing work for you?

Organisations considering contact centre outsourcing have a range of models and staffing options to consider. Traditional outsourcing models with advisors working in contact centres isn't the only staffing approach offered, particularly as hybrid workers and gig economy staff open up new opportunities. Engagement models include:

- Onshore – with contact centre employees in your home country who can easily relate to customers. This approach is best used for privacy, security and brands with sensitive information or regulatory constraints.
- Nearshore – working with contact centres in a neighbouring country to maintain a similar culture and proximity for brands, but at a more affordable cost.