



**EBOOK**

# How Outsourcing for Customer Service Can Drive Better Experiences



# Making the Case for Outsourcing Customer Service

With the Great Resignation affecting the customer service industry significantly, outsourcing can help mitigate work instability.

CX: The Human Factor, a study by ASAPP and the University of San Francisco's Master of Science in Marketing Intelligence, reported 40% of agents might leave their roles in the span of four months.<sup>1</sup> Now more than ever, it's imperative to outsource to keep the momentum going and eliminate business disruptions.

According to Salesforce's State of the Connected Customer report, 80% of customers said the experience a company provides is as important as its products and services.<sup>2</sup> Outsourcing customer service is the more efficient way to meet your customers' growing expectations for a faster response rate and 24/7 support. This way, you can provide a better customer experience, win over new customers and reduce your churn rate.

**This eBook** outlines how outsourcing can make your business **more competitive** and **increase customer satisfaction** while maintaining that in-house feel.



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<sup>1</sup> ASAPP Report Reveals Contact Centre Agent Challenges, CX Today, accessed January 2022.

<sup>2</sup> What Are Customer Expectations, and How Have They Changed? Salesforce, accessed January 2022.

# Gaining A Competitive Advantage Through Outsourcing



At the core of customer experience excellence is solid customer support. And in an era of disruption, executives are often faced with the tough decision of whether or not to outsource support operations. With customer experience being the key differentiator in today's competitive business environment, it is good to get a clearer picture of whether outsourcing is the best solution for your business.

**These five reasons can help you decide:**



## **Outsourcing customer support is cost-effective**

Constantly hiring and training new customer service agents can put a financial burden on your company. According to Gartner, replacing customer service reps costs \$14,113 per rep on average.<sup>3</sup> But with outsourcing, you would have a dedicated external team that is well-equipped and fully trained without the significant costs associated with the hiring and training process for in-house agents. This frees up time and money for you to invest elsewhere in your business.



## **Outsourcing can boost your top and bottom lines**

Businesses that neglect customer experience are lagging behind the competition. Customers demand a better customer experience and are willing to pay for it. So it is no surprise that 84% of companies that improved their customer experience saw an increase in revenue.<sup>4</sup> Choosing an outsourcing team that can deliver a high level of customer support can increase customer satisfaction, leading to better customer retention and greater revenue.

<sup>3</sup> Reduce Call Center Attrition, Gartner, accessed January 2022.

<sup>4</sup> 50 Stats That Prove the Value of Customer Experience, Forbes, accessed January 2022.



### **Outsourcing offers a ready-to-deploy specialized workforce**

Businesses need a highly trained, specialized workforce to meet customers' demand for quality support. While you can do it in-house, it will require a massive investment of time, money, and other resources. A fully staffed external customer support team would require less training and up-front costs, so you and your customers will see results faster.



### **Outsourcing provides scalability**

An outsourced customer support team allows you to scale your operations according to your business needs. It can help you avoid customer frustration by always ensuring that there are enough agents to handle your businesses' call volume, even during your busiest seasons.



### **Outsourcing can increase customer loyalty**

Loyal customers are crucial to any successful business. And a positive customer experience makes all the difference when it comes to retaining customers. Partnering with customer support experts allows you to focus on the core competencies that make your business successful while ensuring that your customers feel well taken care of. The right outsourcing team will improve the overall experience, so your customers will keep coming back to you.

**83%** 

of customers say the experience a company provides is as important as its products and services.<sup>5</sup>

<sup>5</sup> Must-know Customer Service Statistics of 2021, Khoros, accessed January 2022.



# Transform the Customer Experience in Ways that Feel In-house

According to the US Bureau of Labor Statistics, approximately 2% of the US workforce was employed in customer service rep roles as of May 2020.<sup>6</sup> These agents preserve customer relationships on behalf of the world's leading businesses, yet they face high turnover. Businesses need workforce stability and sufficient manpower in order to operate—and the answer to that is outsourcing.

But outsourcing your customer service function does not mean your customers' needs will suffer. An external team can cater to your needs at the same level as your internal team, keeping existing customers and delivering a positive customer experience. In fact, retaining current customers costs five times less than gaining new ones and has an exponentially higher conversion rate.<sup>7</sup>

The ability to scale operations and continually assess quality of service means outsourced teams can offer a level of customer service that surpasses what companies can typically deliver with an in-house team.

Outsourcing your customer service function no longer means compromising personalization or connection to your customer base. Instead, it allows you to focus on delivering the best possible product or service to your customer, knowing that experts are handling their customer service experience.



**Retaining current  
customers costs five times  
less than gaining new ones**

<sup>6</sup> Occupational Employment and Wage Statistics, US Bureau of Labor Statistics, May 2020.

<sup>7</sup> Customer Acquisition Vs. Retention Costs – Statistics And Trends, Investpro.com, accessed January 2022.

# Ready to Provide a Seamless Customer Experience?

Whether a business chooses to build a customer support team in-house or to outsource their customer support needs to a third-party vendor, offering the best possible customer experience is the result that matters most. Working with the right customer support partner can give your business a leg-up on competitors, which is a win for your company and your customers.

**Need help with customer support?  
We provide solutions!**



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