CGS®

Consider this!

CALL CENTER OUTSOURCING

Ever wonder how peers go about **researching and evaluating potential outsourcing partners**, and what they **hope to achieve** with their programs?

Who? What? When? Where? Why? How?

OUTSOURCE PARTNER EVALUATION

PROGRAM GOALS

2014 DELIVERY LOCATION TRENDS

WHO'S BUYING?

Check out these few interesting tidbits on call center outsourcing:

Location! Location! Location!

Call center delivery hot-spots

- USA
- S. America
- Eastern Europe
- India
- Phillippines

Top 3 Goals for outsourcing programs

- Improve call metrics
- Improve customer retention & satisfaction
- Reduce costs

8 10 7

Scorecard: Call center outsourcing partner selection criteria

1. Experience in my industry
2. Experience in the type of program I'm outsourcing
3. Price
4. Compliance with privacy policies , data protection
5. Ability to measure , recommend process improvements
6. Technology platform/capability (i.e. Avaya/Cisco)
7. Languages supported
8. Agent attrition rates
9. Ability to deliver service from a specific location
10. Flexibility to integrate with my existing CRM/ticket tool
11. Ability to provide a CRM/ ticket tool

#1 at nearly 70%, colleagues and personal references still top the list of trusted resources used to select partners to evaluate.

59% of buyers spend more than six months researching and evaluating multiple partners before sealing the deal.