



OpenContact

Your Outsourced Contact Centre

The Benefits of Partnering with a Specialist Outsource Contact Centre

Section 02

Introduction



The majority of companies in the United Kingdom rely on a good customer service operation in order to succeed. This is especially true of business-to-consumer companies, and also often the case for those that specialise in business-to-business operations.

However, delivering a high quality experience for customers often proves to be a burden for growing businesses. Every company looking to grow will have their own **long-term strategy** to consider; maintaining an efficient customer service operation quickly becomes a conflicting priority, which moves time and resources away from core objectives.

Whenever a company encounters this problem, the courses of action available to them are limited. Carrying on in the same vein means that customer service related responsibilities will continue to hinder the growth of their business.

To avoid this issue, some companies decide to develop an in-house contact centre. However, rather than saving time and resources, the investment required for this will inevitably drain both even further. Ironically, this solution exacerbates the original problem, and it can be years before any positive outcomes actually occur.

In the face of this predicament, outsourcing customer service responsibilities is a logical solution. The financial advantages of outsourcing have been widely publicised: outsourcing, when properly executed, can result in cost savings of anywhere from **20%** to **over 50%** [ISG 2013], depending on which study you go by. In a global survey of 351 contact centres, **76.3%** saw saving costs as a reason to outsource [Dimension Data's 2013/14 Global Contact Centre Benchmarking Report, © Dimension Data 2009-2013].

'The goal as a company is to have customer service that is not just the best, but legendary.'

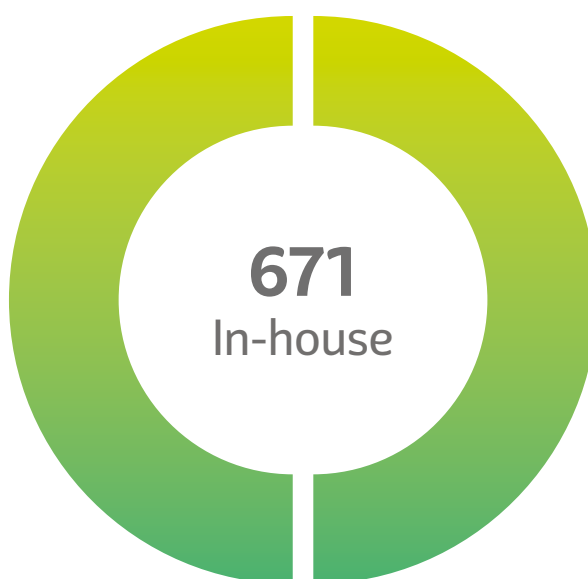
Sam Walton
Walmart founder

In addition to this, **enhancing agent skill, increasing flexibility** and **improving service quality** were all given as viable reasons to outsource. Good contact centres are often able to use their relevant expertise and state of the art technology to improve the customer service operations of their clients. Despite this, many companies are still extremely hostile towards the concept of outsourcing. Roughly **82.1%** of contact centres globally are currently in-house, meaning that only **17.9%** are outsourced [Dimension Data's 2013/14 Global Contact Centre Benchmarking Report, © Dimension Data 2009-2013].

The United Kingdom is no exception. Few British industries are more misunderstood than outsourcing. **80%** of the British public do not think that outsourcing helps the British economy, while **22%** claim to actively dislike the outsourcing industry [NOA 2012]. This negative perception has undoubtedly 'rubbed off' on many businesses in the UK. In the corporate world, outsourcing is most often associated with cutting costs at the expense of service quality and control.

These are all misconceptions. Outsourcing as an industry is crucial to UK PLC and holds many more potential benefits for UK companies than simply cutting their costs. The next section of this white paper is dedicated to discovering why the outsourcing industry has gained a negative reputation and whether it is justified.

817 Contact Centres surveyed



Source: Dimension Data's 2013/14 Global Contact Centre Benchmarking Report, © Dimension Data 2009-2013



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