

STRATEGY GUIDE

# Why Outsource?

Optimise Your  
Customer Experience  
with the Right Partner

ttec®

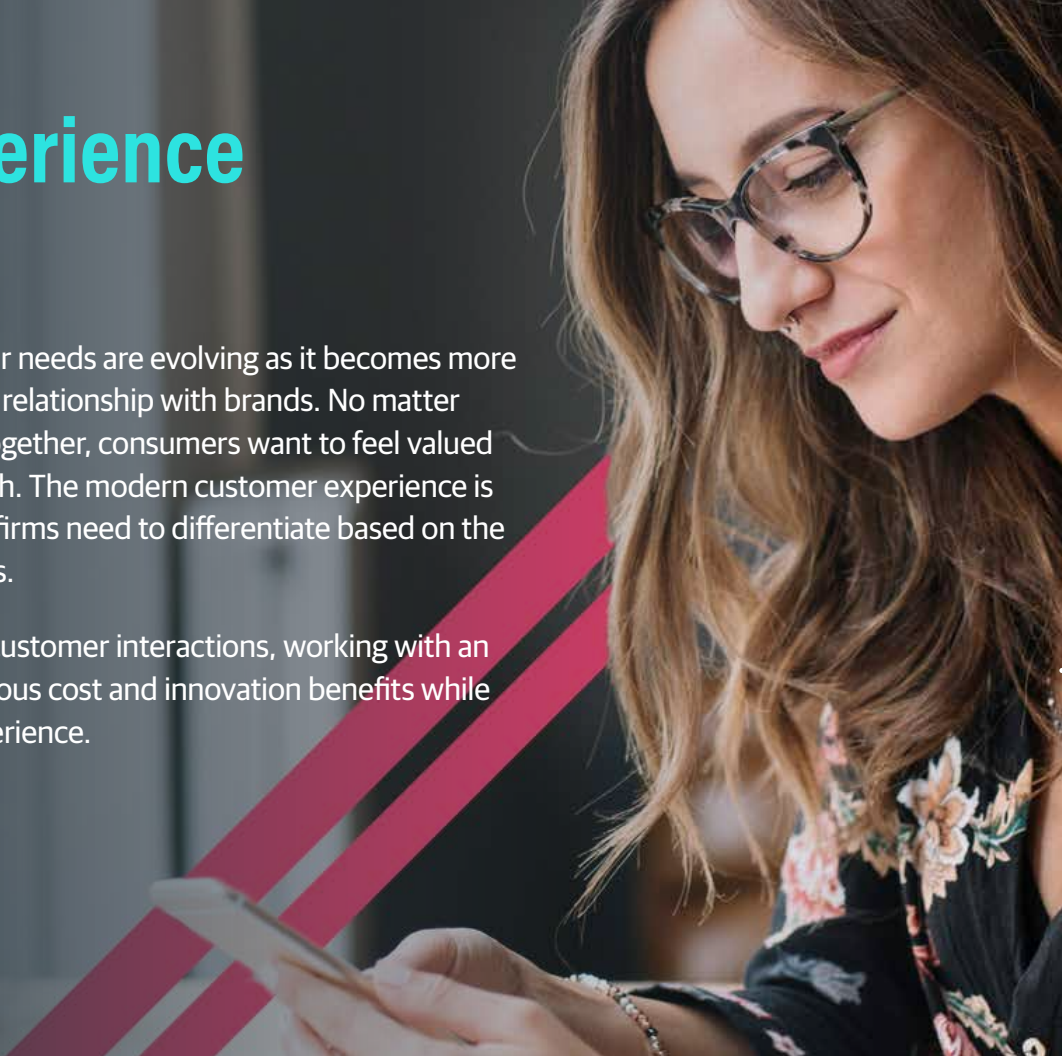
CX



# Compete on customer experience

The world is growing, and customer needs are evolving as it becomes more connected. And that includes their relationship with brands. No matter the technology that brings them together, consumers want to feel valued by the brands they do business with. The modern customer experience is now a reflection of the brand, and firms need to differentiate based on the experience they provide customers.

For companies looking to excel at customer interactions, working with an outsource partner provides numerous cost and innovation benefits while improving a brand's customer experience.



It's time to

# recruit a CX expert

**This e-book will be your guide to understanding the**

○ New needs of customers



○ Which outsource  
option is right for you

○ Why you should outsource

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# The need for exceptional customer care

## A changing mindset

**88% of contact centers** cite customer experience/satisfaction as a main driver of growth.

**73%** also cited **improvement of service as priority**, up from 57% in 2015.

Only **3% of call centers** consider revenue growth to be a primary motivator.

## Care wins

**28%** of customer care executives **believe great customer engagement skills** are key for associates.

**70%** of shopping experiences revolve around **how a person feels they are treated**.

In return for **excellent customer service**, US shoppers may spend up to **17%** more to do business, with millennials leading at 21%.

## New technology

**25%** of customer service organizations **will utilize chatbots** across multiple channels by **2020**.

**89%** of contact center managers said that over the next year **AI may experience its biggest adoption** in customer engagement.

**Social media interactions** are expected to fill up to **9%** of contact center volume by 2019.

# Reinvent your contact center mindset

Digital channels are quickly becoming the preferred channel for consumers, with simple and repetitive functions switching over to automated tools. This makes each human interaction more valuable. The simple tasks are being taken care of by AI, but the complex problems are left to people.



**Contact centers are now balance beams of technology and human empathy in serving customers.**



**Associate interactions now have a higher likelihood to be emotive, with more value for both the customer and company.**



# New skills are key for survival

Leaders need to rethink what is expected of service and sales associates. Today's workforce must have complex problem solving skills, excel in people management, coordinate well with others, and possess high emotional intelligence.

These traits will not only lead to success in service and sales situations, but also create an environment where the team is empowered to make decisions to benefit both the company and customers during highly valuable and complex customer interactions.

Engage  
an expert

Finding these new skills in a **cost-efficient manner** can be challenging. That's why an outsource partner with **experience and expertise** can take the burden off of a brand so it can focus on its **core business mission**.

# 4 reasons to partner with a CX expert

**1** Hire right

**2** Move quickly  
and efficiently

**3** Humanize digital and  
digitally enable humans

**4** Tap into CX expertise



# Reason 1 | Hire right

## Problem

It's hard and costly to find CX labor in this today's environment. Contact center turnover is high, and often employees don't have the right set of skills for the job.

## The CX solution

An outsource partner can quickly and effectively represent your organization for ongoing and seasonal support. They understand the skills and personality types that work best in CX roles, and have the tools and resources to find and staff them quickly and efficiently.

**Every 10% of employee attrition may lead to 1% of customer churn.**

*Source: NICE*

## Reason 2 | Move quickly and efficiently

### Problem

The global marketplace demands support at any time, on any channel, in any language. Associates have to either meet these expectations or risk a frustrating and disconnected experience.

### The CX solution

An outsource partner has resources around the world. We have physical space, technology, and staff at the ready. Partner experts know how to move quickly to the next objective.

**33% of U.S. customers may think about shopping elsewhere after a single bad service experience.**

*Source: American Express*

## Reason 3

# Humanize digital and digitally enable humans

### Problem

Customers want more digital and tech options. Brand must provide multiple channels of support, and know which channels work best for different types of interactions.

### The CX solution

Work with a partner who has expertise, tech know-how in digital channels, and can balance people with tech in a cost-effective manner.

**By 2021, 15% of all customer service interactions will be completely handled by AI, an increase of 400% from 2017.**

*Olive Huang, research vice president at Gartner*



## Reason 4 | Tap into CX expertise

### Problem

Too many brands are focused on their products and services, with customer service serving as a secondary function. Yet customers are increasingly looking to the customer experience after a sale as a differentiator, sometimes ahead of products and price.

### The CX solution

The right partner lives and breathes customer experience. They offer end-to-end CX capabilities, leverage digital and next-gen strategies, provide operations rigor, and hire and retain world-class associates who serve as brand ambassadors.

**Sharing a knowledge base with an employee can reduce response time by up to 80%.**

*Source: Mitel*

# Outsource options



## Onshore

Associates in your home country or region who can easily relate to customers and their experiences. This option is best used for privacy, security, and brands with sensitive information or regulatory constraints.



## Offshore

Provide service from low-cost regions around the globe to reduce costs and tap into seasoned CX experts. Simple or transactional interactions are the easiest to move here.



## Nearshore

Work with contact centers in a neighboring country to maintain a similar culture, proximity, and language to the brand, but at more affordable cost.



## At-home

Recruit onshore associates who work from home to reduce overhead costs, lower attrition, and raise retention. No geographical barriers lets you recruit the best of the best anywhere.



## Managed services

Keep your own contact center, while finding partners to help with particular client needs like talent acquisition, leadership development, workforce, management, and coaching. This can let you focus on everyday business and CX.

Outsourcing in action case study:

# Startup e-commerce

## Problem

A popular online food delivery company was growing fast, almost too fast. Customer service needed to keep up. So it turned to TTEC as an outsourcing CX partner. It wanted to rapidly recruit and train associates to reach customers, delivery staff, and merchants on the channels they prefer in real-time.

## Solution

We identified frequent issues facing their employees, such as delayed orders and malfunctioning apps. Armed with this insight, we redesigned the training curriculum to address key issues to effectively recruit and train new associates.

This was strengthened by a strong referral network of veteran teammates who understood what it took to deliver genuine and fast service in the industry. They helped us boost their ranks by recognizing and recruiting like-minded associates.

## Results

**40 to 2,000**

support team growth

**73%**

CSAT score

Support staff has now grown to support additional lines of businesses such as social media and VIP support to preferred merchants.



6 ways to get started

# with outsourcing

- 1. Listen and learn**  
Appreciate the current situation holistically and define the ideal future state for customers, ensuring seamless experiences.
- 2. Align cultures**  
Ensure a deep understanding of vision, values and cultures – and embed these cultural priorities in the program so customers feel consistency with the brand.
- 3. Develop a strategic partnership**  
Move beyond cost and service levels to bring together a collaborative, strategic team that delivers value for customer and company.
- 4. Be aware of “New to BPO”**  
Find a supportive partner willing to guide you through the outsourcing process.
- 5. Fix what’s broken**  
Prioritize “blocking and tackling” to ensure basic operational factors such as knowledge management, workforce management, quality assurance, etc. are in place to better serve customers.
- 6. Stay nimble**  
Have a plan in place to address issues and mitigate risks during the transition, and be prepared to handle unexpected customer concerns.

## ABOUT TTEC

TTEC (NASDAQ: TTEC) is a leading global customer experience technology and services provider focused exclusively on the design, implementation and delivery of transformative solutions for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through **TTEC Digital**, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and **TTEC Engage**, its delivery center of excellence, that operates customer acquisition, care, growth and digital trust and safety services. Founded in 1982, the Company's 50,000 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](https://www.ttec.com).

