

OUTSOURCING CUSTOMER SERVICE

Is running A Pilot Campaign Essential To Success?



DO WHAT YOU DO BEST
OUTSOURCE THE REST



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As with any substantial, long term investment the ability to experience the product or service first hand prior to committing is invaluable



Now apply this theory to the customer service and outsourcing aspect of your company; an outsourced customer support program may feel like the right move but is it in fact the correct fit and direction for your company. This is where conducting a pilot campaign can help you assess the advantages and disadvantages of outsourcing your customer support including whether the transfer of knowledge, culture and brand integrity can all be upheld.



FACTOR THE ECONOMY

The Concern

The costs associated with in-house customer service must be weighed against the true costs of outsourcing. Many questions need to be answered before you make the decision such as calculating the actual costs of outsourcing, whether it is worth the cost and risk in the short and long term, how prices compare if you are looking to switch outsourcers, will the company cope with the expenses and most importantly is it this right fit for the business?

The Benefit

A pilot can answer a lot of questions in the justification of the expenses that will arise when outsourcing customer service solutions. A diligent provider will carry out a pilot and deliver tangible hard data to appropriately assess an accurate ROI. Furthermore a trial period will give you an idea of the true costs involved.



FACTOR CULTURAL ALIGNMENT

The Concern

Brand image is imperative to success and long term gain- a strong brand image facilitates in both maintaining a loyal customer base and making potential new customers see benefit from the onset. When outsourcing your customer service you have to be mindful of the change in culture and ask yourself these questions; will the customer service partner embrace and enhance the values of your company? Will the voice of your company be correctly communicated throughout the various customer channels employed?

The Benefit

The benefit of a pilot in this situation is crucial as it will help to determine whether the company culture aligns with your brand, whether the staff are being trained adequately in terms of the delivery of your company's message and most importantly whether the brand is being adopted as their own.



FACTOR GROWTH SCALABILITY

The Concern

Your company's direction may be leaning towards growth and you want to ensure that any outsourcing efforts are able to meet these demands should they arise and that your customers' needs are serviced effectively no matter what the volume.

The Benefit

A pilot will be extremely valuable in this instance. It will provide you with insights into the coping mechanisms of growing demands and a predictability if growth was to sufficiently increase.



FACTOR EXISTING IN-HOUSE TEAM

The Concern

The decision to outsource your customer support should not be taken lightly when you have a dedicated in-house team. Factors such as termination and essentially closing the door fully or partially on that aspect of your company is a very important decision you will have to make.

The Benefit

You can make a direct comparison between your in-house and outsourced team through the running of pilot campaign with an outsourced customer service provider. Factors such as end results, the maintenance of brand integrity and staff performance can all be reviewed thoroughly.



There are many advantages and disadvantages to consider when outsourcing your customer support.

However you have a valuable opportunity to assess these with the running of a pilot campaign and given the data you will receive and the ability to see firsthand the potential for success or failure you will be perfectly positioned to make a well informed decision for you and your company.

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