



5 Benefits of Engaging an Overflow Contact Centre for your Business!

DO WHAT YOU DO BEST,
OUTSOURCE THE REST



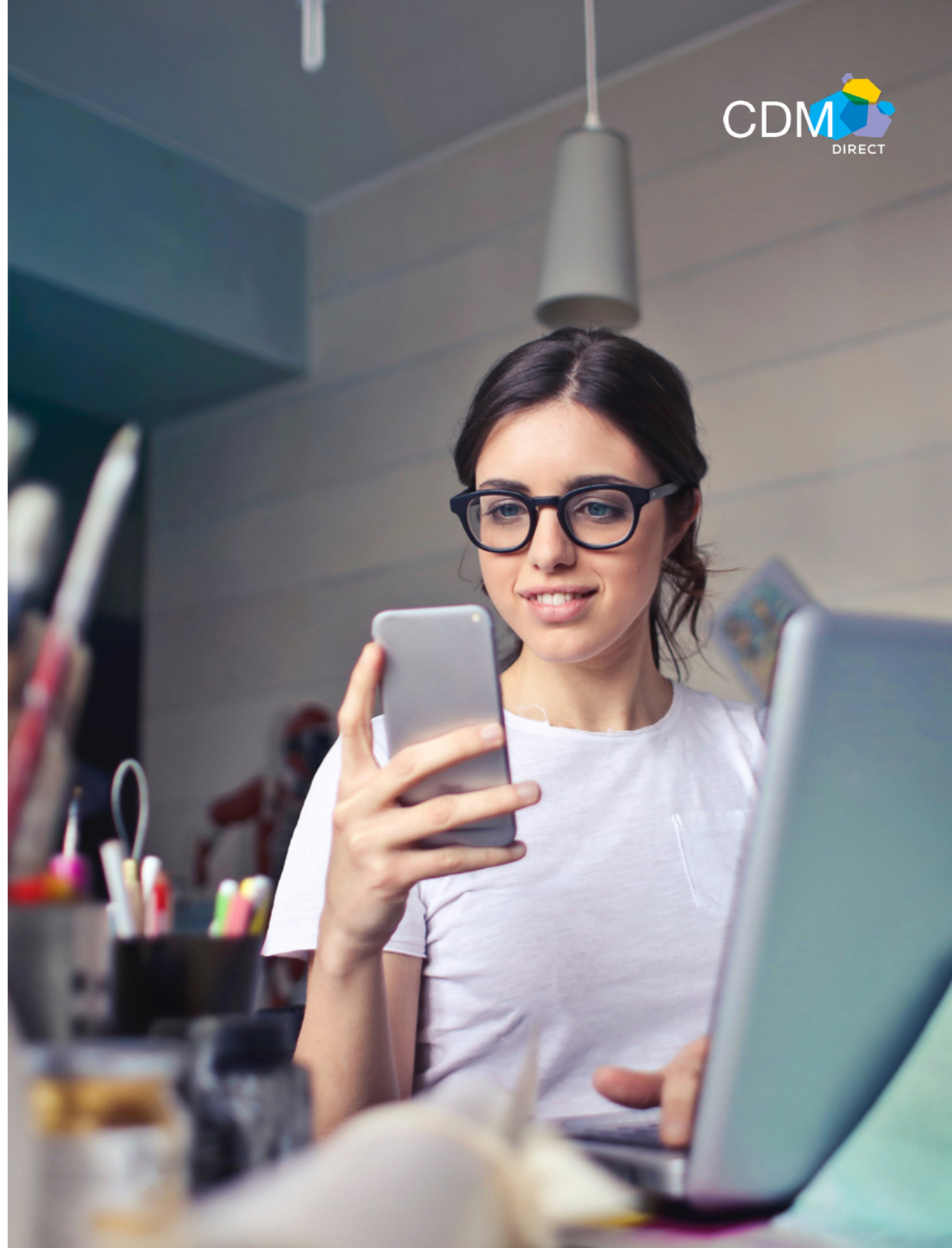
An overflow contact centre service lets you deal with peaks in demand while keeping your costs under control.

Sound like a great idea?

Let's find out how!

1. Support for Advertising and Media Campaigns

When you run advertising and marketing campaigns you will expect an increase in call volume. By outsourcing the overflow you will capture as many leads that are available without missing a single one, therefore dramatically improving your ROI!!!





2. Improve Customer Satisfaction Levels

Outsourcing call overflow and peak time management will allow you the ability of answering your customers queries within 3 rings or on a 24/7 basis and gain a USP over your competitors. This leads to advocates of your brand, loyal customers and an overall improvement in customer satisfaction.



3. Cost reduction

Outsourcing offers the capacity and scale to help your business grow much faster than you could do alone by absorbing call rate demand shifts through infrastructure, technology and human resources, enabling quicker ramp-ups and ramp-downs than in-house centres. There is also no need to hire new staff or cover for sickness and annual leave.

4. Build long term relationship with your Outsourcing Partner

An overflow contact centre can integrate with your current in-house team, administration systems, CRM systems & delivery tracking systems. This will allow you the option in the future when you want to expand and require a full time contact centre to offer 24/7 service.





5. Flexibility

By nature, overflow contact centres are extremely adaptable. This is with regards to the operating hours and the number of agents you require. Most are able to offer 24 hours a day, 365 days a year service with blended, experienced agents who have the skills required to take calls from a wide range of sectors; technical issues relating to products, customer service issues, refunds and after sales support to name a few.

By outsourcing during peak periods, you are able to meet the fluctuations in call volumes your in-house team receives.

Contact centre outsourcing has evolved into several flexible business models

Model 1:

Complete outsourcing, in which the contact centre is responsible for all facets including systems and staffing.

Model 2:

Managed, or hosted, contact centres, in which a service provider is responsible for staffing and operational performance, while the enterprise maintains control of the system or applications.

Model 3:

Blended models, in which an outsourcer assumes responsibility for one or more aspects of the contact centre, such as chat and customer service, while the enterprise continues to maintain in-house contact centres for certain functions, such as administration and second level support.



Summary

In today's competitive marketplace, services like overflow management mean that there is no longer an excuse for high abandon rates and long waiting times. The ability to enhance your customers experience is paramount.

Contact centre outsourcing is a viable option for enterprises who are looking to provide a premium customer service, while controlling capital and operating expenses. In evaluating outsourcers, enterprises need to understand their offerings and to be assured that their communications infrastructure is modular and scalable to accommodate ever-changing needs. Most importantly, successful outsourcing relationships depend on mutual long-term commitment to ongoing process improvements. Given the flexible business models available, outsourcers can provide enterprises with the benefits of technology innovation, rapid deployment, and overall improvement in customer service.

INBOUND SALES

OUTBOUND SALES

APPOINTMENT SETTING

CUSTOMER SERVICE

CUSTOMER SUPPORT

HELPDESK & LIVE CHAT





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Outsourcing Overflow and Missed Calls – How to achieve 100% inbound call rates



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