CALL CENTER OUTSOURCING

5 DISADVANTAGES A BUSINESS OWNER SHOULD CONSIDER

CONTROL | TRUST | COMMUNICATION | FOCUS | COSTS

DECREASED CONTROL

Less Control In Service Delivery

When the call center function is no longer in the company's facility, there is less visibility & control over the operation. Supervision is more difficult since the outsourcing staff (who you don't know initially) are chartered to keep things in order without your direct guidance.

TRUST ISSUES

Sharing Sensitive Data

A company outsourcing part of its business functions invariably has to share sensitive data with the provider. Whether accounting, debt recovery, advertisement or call center functions, provision must be made to minimize lost of control & ensure data confidentiality & usage.

COMM ISSUES

You Say TomAto | I Say TomatO

Outsourcing offshore implies that the provider's first language differs from the company's customer base. There might be language barriers due to different accents or lack of cultural affinity. This can adversely affect a conversation & negatively impact customer experience.

REDUCED FOCUS

Separation/Distance Between Parties

A company's employees serve only one master. Conversely an outsourcing provider has multiple clients & their employees serve two masters: their employer & their client account. By definition they are external workers & consequently will have less knowledge than company employees,

HIDDEN COSTS

Balance Of Cost & Quality

A company needs to identify all the hidden costs to make a sound decision about outsourcing. Due Diligence: Lowest cost provider will not satisfy quality goals. Management needs to invest in the selection process. Post Decision: Need for company realignment of infrastructure, processes, personnel & culture. Distance adds costs of coordination, travel & communication.

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