

Quality Customer Service & Sales



Outsourcing: The Facts

Debating making the switch that many businesses like yours have already made? Outsourcing call center activities makes sound business sense and streamlines your operations. As a result, your time and energy is directed towards the core functions of your business -- *ensuring a catalyst for your profits.*

Outsourcings can support a variety of functions from sales, appointment setting or lead generation to customer services (including answering services and even tech support). How does this make sense for you, specifically?

Calling Flexibility: Your office operates within certain hours, but what happens when you're not there for a call? The opportunity you've worked so hard to make may now be lost! All around the world, call centers are making/receiving calls to accommodate different times zones and operating 24/7 so that clients always have a live contact.

Expertise: Call centers take pride in having a knowledgeable staff. True success is a result when the gap between your company and the call center is minimized - creating a seamless transition for your callers. In order for this to happen, call center agents must have a certain expertise on your products and services. Guidelines, information and expectations would be provided by the client, and the call center's management takes care of the rest. The training and coaching process is on-going and does not stop after the launch of the campaign. Each agent is coached daily to ensure your customers feel completely satisfied with the quality of service and information they receive.

Servers and Equipment: State-of-the-art dialing technology and server networks are utilized to maximize productivity. This means you would avoid the cost of acquiring an in-house server, expensive software, additional computers, headsets and wiring! Making the decision to outsource allows you to jump right into implementing your projects without having all the enormous up-front expenses.

Diverse Language Support: America is a melting pot of cultures and *languages*. Having a diverse group of potential and existing clientele can begin to work against your efforts if they cannot connect with you comfortably. Having a multi-lingual channel of communication will allow your organization to meet demands of your national or global market.

Track and Improve ROI: Advertising and marketing can become costly, it is key to be able to review the results of these efforts. As your company grows, traffic to your website *and* inbound calls will increase. Outsourcing those calls will allow you to closely track and measure the initiatives that are working best for driving traffic to your business.

Compliance: There are many areas within business-over-the-phone that are regulated by the state and federal governments. Anyone taking or making calls is responsible for being up to date and in compliance with all Do Not Call Laws as well as PCI Compliance (if sensitive information is being captured). Severe fines and penalties exist for companies that do not comply with all these laws: *outsourcing takes the risk and hassle off your shoulders.*

Every business owner envisions being able to concentrate on the company's '*big picture*'. It is necessary to delegate certain jobs and tasks to the right people. Having a call center assist your business improves the focus of your organization's resources to do what **you do best**. It's no wonder that call center outsourcing is becoming more and more imperative in the business world.



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800.609.9046