



OUTSOURCING

5 REASONS NOT TO OUTSOURCE YOUR CALL CENTER SERVICES OVERSEAS

OVERVIEW

Call center overseas outsourcing is when a call center or a business utilizing a call center partners with an external service provider outside of the United States to manage and handle the firm's call center needs. Often, these external service providers will maintain software infrastructure, take care of hiring and training call center employees and manage daily call center affairs including answering calls, taking messages, etc. The main reason companies choose to outsource their call center needs is to lower costs. Overseas wages are significantly cheaper than U.S. wages. However, the negative effects that come with this particular method of running a call center may outweigh the positives.

SITUATION

There has been an ongoing debate regarding whether or not outsourcing call center services is the right path to take.

Often times, companies that outsource their call center will then let the external provider take the wheel, trusting them to manage not only the call center staff, but also all incoming calls, texts and emails. Although this can be a much more cost-effective way to run a call center, there are some legitimate downsides and obstacles to consider before a business should allow their business communications to be managed from a foreign country.

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CHALLENGES

According to www.talkdesk.com, a recent study conducted at MIT Sloan School of Management showed call center offshore outsourcing to result in a major decrease in quality of service, and, as a result of that, a lower customer satisfaction rate. Why? Typically, because of the negative effects listed below as well as poorly-trained calling agents.

Customer satisfaction is one of the most important factors in running a successful business. Before you make the decision to outsource your call center services overseas, consider the serious ramifications that can result in doing so, all potentially leading to a major decrease in your customer satisfaction rating:



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- **Linguistic and Cultural Barriers**

One of the most common complaints about call centers is that the answering agents are not fluent enough to communicate with customers effectively. Agents working from a foreign country for a United States-based operation may not have the cultural knowledge, company knowledge, or language fluency needed to support and fulfill the customer's needs. This can put a serious damper on the satisfaction of the callers.

- **Decrease in Control of Business Operations**

In a situation when an actual call center outsources their business, not only are they transferring responsibility to an external service provider, but they are also transferring control of their company. This can put vital business operations in jeopardy. United States-based call centers are better able to monitor what is going on within their businesses, so that they know when something goes awry, and it's just one more reason why a business that is using a call center should choose a U.S. based provider.

- **Lack of Company Knowledge, Low Morale & Poor Intercompany Communication**

Foreign outsourced call center agents are oftentimes not familiar with company culture and practices. Because of this, they might not possess the kind of dedication and devotion needed to properly answer to customers in order to provide great customer service.

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Additionally, because foreign countries do not have laws that protect workers, foreign call center workers are typically overworked and underpaid. Low morale, poor wages and fatigue can lead to call center agents not answering phones with a friendly disposition which is essential to providing superior customer service experiences.

These foreign agents also typically do not work in the same building despite the fact that they are working for the same company. This results in inadequate communication and poor collaboration between agents— even agents working within the same department.

- **Hidden Costs**

Call center overseas outsourcing may seem like a more cost-effective way to run this particular type of business. However, there are smaller, hidden costs that can quickly add up and make it far less effective method than you might think. For example, there are legal issues that may come about within a call center. If this happens, call centers have to hire a lawyer who can handle international law. This process is expensive and difficult.

Additionally, due to the inevitable customer service issues that will arise with an overseas service provider, a foreign call center is more prone to losing customers resulting in a significant impact to revenue.

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- **Lack of Security and Privacy**

Unfortunately, due to lack of control over outsourced overseas operators, there is no guarantee that sensitive or classified information will stay protected and secure. Additionally, foreign call center agents do not typically undergo the same thorough background check and HIPAA training that United States based operators undergo.

RESULTS

If you think that overseas outsourcing for your call center or contact center services is a better solution than maintaining your services within the United States, then think again. Although this path may seem appealing, it is really not worth the risks and negative effects for your business.

SOLUTION

Save time and money with a reliable, live answering service that exclusively uses U.S. Customer Service Professionals. AnswerFirst is one of the leaders in the answering service and contact center industries!

AnswerFirst offers volume discount rates and affordable contact center solutions that fit any size or type of business. With golden-rule philosophy, AnswerFirst's U.S. based Customer Service Professionals provide superior support and customer service.

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