



Outsourcing Customer Service

Business Management

www.ShapeYourVision.com

In a challenging global economy, many corporations are outsourcing their North American customer service to developing nations like India and the Philippines. While this may help companies save money in the short-term, it can be very costly for them in the long-term. Sourcing customer service out to a third party vendor requires careful consideration as any combination of inadequate customer care, language skills, product knowledge and decision making power will turn customers off.

Quality service should **never** be an option as it is this level of service that keeps customers satisfied and loyal. If your company plans to outsource your customer service function, the vendor under consideration should:

- 1) Have representatives that have a good command of the English language and/or other official languages of the region served;
- 2) Provide their representatives with effective product and service training on a continuous basis; and
- 3) Have a reasonable level of decision making power when it comes to your customers' specific situations.

Otherwise, outsourcing this function may prove to be detrimental to your company's reputation and your relationships with customers. Remember the best client relationships are built on trust, reliability and quality service.

About the Author:

Eleanor Kwan, CSP, is a Toronto-based consultant and trainer, who provides expertise in the areas of business development, sales and service through strategy consulting and professional skills training to help companies increase revenues and client satisfaction. For more information, visit www.ShapeYourVision.com.