



# Better Outsourcing™ combines technology with human touch for a 25% savings

Top Ten Benefits of Outsourcing  
Your Customer Contact Center

ATENTO

WHITE PAPER

## 00 Introduction: **Better Outsourcing™** combines technology with human touch for a 25% savings

*“Firms will now accelerate overall outsourcing as they learn to collaborate in a world where speed, quality, flexibility, and cost are more important than geography”*

Deloitte Global Outsourcing Survey <sup>1</sup>

Companies outsource many tasks — including customer contact center operations. Usually, the primary driver behind the decision to outsource is cost savings. While minimizing costs is obviously important, companies must be extremely careful not to sacrifice customer experience (CX) goals for the sake of controlling costs. If a call center service offers you the lowest rate but cannot speak your customers' languages or act as your brand's ambassador, the move could prove costly and detrimental to your reputation.

Fortunately, the decision to prioritize costs over customers is a false dilemma — and one companies do not need to make. Instead, **it's possible to save 25% while elevating your customer experience to new heights** — as many of Atento's clients are doing using our proven *Better Outsourcing™* solution.

If your company is considering outsourcing its contact center operations, or you're searching for a better partner to assist in the effort, keep reading. Here, we highlight ten benefits of outsourcing through a Business Process Outsourcer (BPO) and offer tips on selecting the ideal BPO partner. The benefits fall into four broad categories, Control Costs, Access World-Class Services, Leverage State-of-the-Art Technology, and Improve Customer Experience.

Together, they add up to a measurable impact to the bottom line plus an overall exceptional customer experience.

# Top 10 Reasons to Outsource CX

## CONTROL COSTS

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### 1 Save 25%



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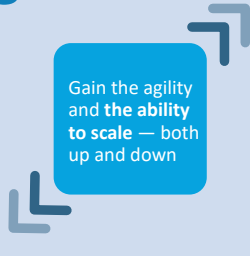
### 2 Grow revenue while controlling costs



## NEXT GEN SERVICES

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### 3 Scalability



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### 4 Access to leading technology



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### 5 Around the globe, around the clock

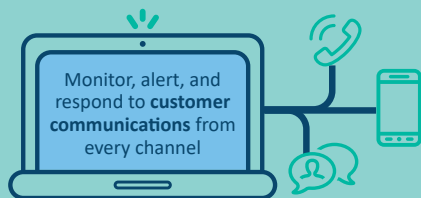
A consistently positive customer experience in multiple languages 24/7



## NEXT GEN CAPABILITIES

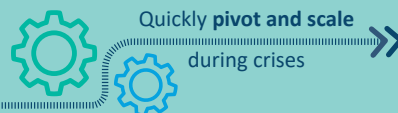
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### 6 Omnichannel listening and response



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### 7 Ensure business continuity



## IMPROVE CUSTOMER EXPERIENCE

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### 8 Respecting the customer journey



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### 9 Future-proof EX

Powerful data analysis tools and technology provide insight into trends to keep you out in front



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### 10 Get CX right

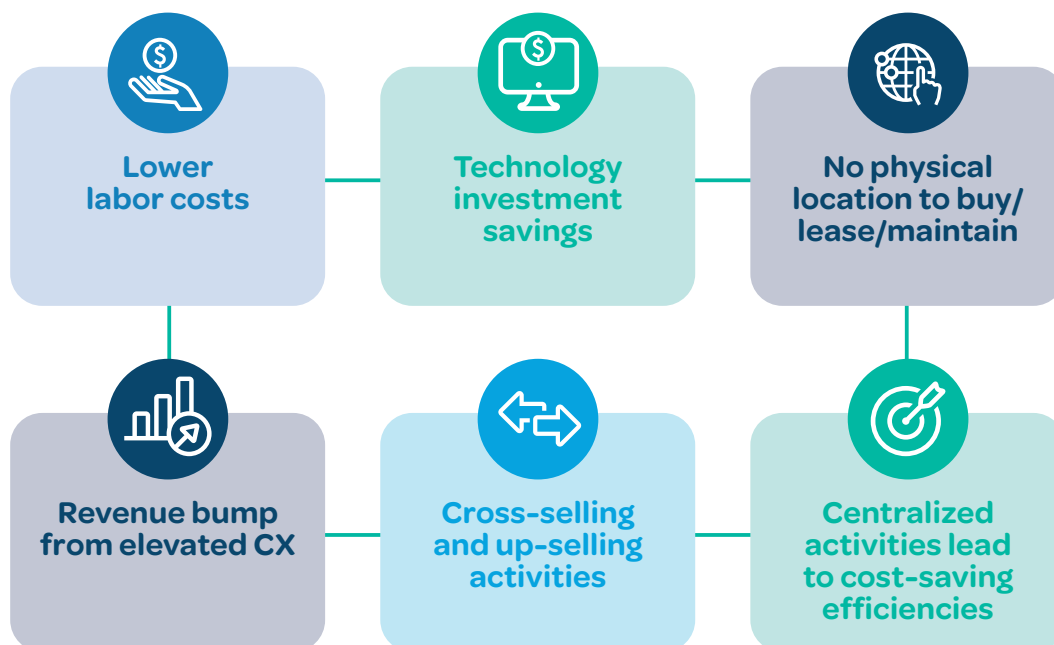
The right BPO partner lives and breathes your values every day, in every channel, every time



## 01 25% Cost Savings

Cost reduction is the most common reason companies outsource some business processes. In fact, **70% of those interviewed in Deloitte's 2020 Global Outsourcing Survey said cost is a primary factor in outsourcing a business process** (curiously, cost dropped to the #2 spot in the 2021 survey).<sup>1</sup>

A vast majority of companies (88%) in the survey say that outsourcing achieved their cost reduction goals. **Our own internal research among our client base indicates companies save an average of 25% through their partnerships with Atento.** The savings come through a number of channels, including:



## 02 Grow Revenue While Controlling Costs

Partnering with an experienced BPO can yield a double dividend. In addition to saving companies money, an elevated customer experience provided by the BPO can boost corporate revenues. **McKinsey research found that improved customer experiences can grow revenue by 5-10% (and cost companies 15-20% less) over a span of just three years.**<sup>2</sup>

By partnering with an experienced, value focused BPO, companies can quickly offset the cost of outsourcing through an increase in revenue.



## 03 Scalability and Agility

One of the challenges of having your own customer support team is flexibility. You may be hiring additional customer support agents right now because of the high volume of inquiries and issues you're getting. What happens when this volume has decreased or when you don't need 24/7 customer service anymore? **Outsourcing the customer contact center provides companies with agility and the ability to scale — both up and down.**

The pandemic hit various industries and their contact centers differently.<sup>3</sup> During the height of the pandemic, some industries (e.g., eCommerce and financial services) saw a dramatic increase in contact center activity, while others (automotive and travel) experienced a drop. Still other industries (e.g., media, telecom and travel) saw contact center activity rise and fall in cycles in response to national and world events. Some companies experienced a 600% increase in contact center volume during the peak.<sup>4</sup> In response, companies scrambled to hire additional support agents — but what happens when the call volume decreases or they don't need a 24/7 service offering any longer?

Outsourcing customer contact center tasks builds a layer of scalability into the equation. **Larger Business Process Outsourcers (BPOs) can reallocate resources where and when needed. As a result, companies can scale quickly, without the need to recruit, hire and train — or furlough — agents — controlling costs while optimizing service levels.**



## 04 Access to Leading Technology

Technology has long been a priority for BPOs, and the industry is widely considered to be one of the most tech-savvy sectors. Companies partnering with BPOs can take advantage of the investments BPOs continually make in customer-facing technologies.

It is far less expensive, and much quicker for companies to partner with a BPO that has already invested in and mastered robotic process automation (RPA), artificial intelligence ([AI](#)), internet of things (IoT), virtual reality (VR), machine learning (ML), Interactive Voice Response (IVR), big data, deep analytics, cybersecurity, and other trending technological tools.

These technology accelerators power cost-saving automation, efficiency, and customer-experience enhancements. They also speed call resolution times, jump start self-service initiatives and reduce exception handling. **Businesses that gain a competitive advantage are the ones that leverage the power of technology, and BPOs can provide companies with that lever.**

To realize the full benefits of technology, though, it must be wrapped in a brand-centric ecosystem and portfolio that includes consultative services and strategies delivered by skilled, passionate industry professionals. **Under the roofs of the best BPOs, high-tech and high touch cohabitate.**




## 05 Around the globe and around the clock

Increasingly, companies are expanding their operations globally. Still more are directing marketing resources toward attracting a global audience. As the trend continues, companies face the reality and the challenges of providing customer sales, service, and support in multiple languages and in multiple time zones.

+ **64%** of customers will pay more if a brand offers a customer experience in their native language <sup>7</sup>

+ **29%** of businesses state they have lost customers for not providing multilingual support <sup>7</sup>

+ Over **75%** of customers are more likely to return if support is in their own language <sup>5</sup>



BPOs, particularly those who offer nearshoring services, are uniquely capable of delivering a consistently positive customer experience in multiple languages while maintaining a deep cultural understanding. And by leveraging both time zone differences and digital technologies, support services may be extended around the clock as well. Research shows that customers will pay more for a brand that offers service in their native language, making [multilingual hubs](#) a fiscally smart decision for companies.

## 06 Leverage Data from all Channels

Collecting customer data is easier than ever before, making it easy to overlook that collecting the data shouldn't be the goal. Rather, the goal should be to use the data to inform and guide decision making. But this is only effective when a customers' data can be connected and combined from every angle and every interaction.

The reality is customers don't distinguish between your brand messaging and your customer support. They experience them all together, taking in every interaction and forming their opinion about your organization. **While your brand messaging is all about making promises, your customer experience is about keeping them.**

**+ Customers don't distinguish between **your brand messaging** and **your customer support** – they experience them together**

The best BPOs deploy an [omnichannel strategy](#) capable of monitoring, alerting, and responding to customers' communications, whether they come through the contact center to a live agent, through a chatbot, or in a social media post. This level of listening and reacting is virtually impossible for companies to do on their own. In addition, the right BPO will immerse agents in your brand, providing education, training, cultural sensitivity and monitoring to ensure every agent provides an experience aligned with your brand.

## 07 Ensure Business Continuity

The world is an increasingly uncertain place. The pandemic demonstrated the importance of a business continuity plan to ensure your customer contact center remains up and running.

**Outsourcing your customer contact center to a globally enabled BPO can be a valuable element in your company's business continuity plan.** Leveraging multiple locations, sophisticated, secure remote-work capabilities, and technology such as virtual agents, BPOs can quickly pivot and scale during crises, providing a strong safety net to preserve companies' relationships with their customers.



## 08 Map the Journey to Maximize CX

Providing an exceptional customer experience requires a deep understanding of the customer lifecycle and customer journey. Mapping the customers' journey identifies critical touchpoints and helps guide business objectives in the right direction (e.g., support resolution or sales). Equally importantly, mapping the customer journey helps companies create more tailored, personalized experiences that emphasize empathy. **Research from Gartner found that organizations that have and use customer journey maps are twice as likely to outperform competitors than those that don't.**<sup>6</sup>

The best BPOs are skilled at mapping the customer lifecycle and customer journey for the brands they work with. They then consider every touchpoint on the journey, building workflows and leveraging resources to ensure that every interaction delivers the brand experience. BPOs then measure and hone the effectiveness of the effort, using metrics including Net Promoter Scores (NPS), Customer Satisfaction Scores (CSAT) and Customer Effort Scores (CES).

## 09 Future Proof Customer Expectations

Customers are a fickle bunch. Their expectations surrounding customer service are continually evolving. For example, customers move between channels during their journeys — 74% have used multiple channels to start and complete a transaction. And they expect personalization and humanization in each interaction — **52% expect communications to always be personalized.**<sup>7</sup> It's exceedingly difficult for companies to stay out in front of customer expectations.

+ **74%** of customers  
use multiple channels to  
complete a transaction

BPOs, however, make it their job to stay out in front. **By using big data and powerful analytics tools, BPOs are able to identify trends and help their customers plan for them.** Customer sentiment intelligence is a recent example. Using technologies like Natural Language Processing (NLP) and Natural-Language User Interface (LUI) along with a series of algorithms, sentiment analysis models detect patterns in text or voice and automatically classify opinions as positive, negative, or neutral. A customer might then be directed to the agent most skilled in handling the situation, one better able to delight the customers and maintain brand loyalty.

## 10 It's Difficult to Do CX Right

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The fact is that it's difficult to do CX right — especially when you're trying to run a business at the same time. In a global survey of nearly 2,300 organizations, researchers scored companies from 0 to 100 on their preparedness to engage customers.<sup>8</sup> The average score was 41 — an “F.” average score was 41 — an “F.”

In reality, few companies are experts at customer experience strategy and execution. The space is constantly evolving based on changing customer expectations and customer experience technology enhancements. **The right BPO partner will hire, train and nurture brand ambassadors who live and breathe their clients' values every day, in every channel, every time.** Brands can measure the BPO's effectiveness with some of the same metrics mentioned above, including Net Promoter Scores (NPS), Customer Satisfaction Scores (CSAT) and Customer Effort Scores (CES) before and after the BPO's engagement.

# Selecting the **Right BPO to Optimize CX**

Companies (and their customers) stand to gain when customer contact centers and the broader customer experience efforts are outsourced to the right BPO. **What should you look for when selecting a BPO partner?**

## + Reach and Scale

It's important to partner with a BPO that can **scale and expand with your company**. For example, do you have global operations or plan to? Are you planning other market expansions or acquisitions? Selecting a BPO with the scale and reach to match your operations will save you a course change later on.

## + Nearshoring Operations

BPOs with nearshore operations (Central, South America and the Caribbean) provide access to a **highly skilled, English-speaking workforce** with a high degree of cultural affinity with North American culture at a lower cost than U.S. operations.

## + Multilingual Hubs

High-growth, multinational companies are wise to consider a BPO operating multilingual hubs. A multilingual hub is a strategically placed (Europe is a common setting), **centralized customer contact hub capable of supporting customers in multiple languages**.

## + Experience Matters

When placing responsibility for maintaining CX in someone else's hands, experience matters. Engage a BPO with **proven experience and a reputation for excellence**.

## + Commitment to the Brand

Will the BPO share your commitment to your company and your brand? Will they put **your customer at the center of each interaction**?

## + Omnichannel Approach

We've spoken about the leading technology available to BPOs, and the best leverage these technologies to provide a **holistic, omnichannel offering** that captures customer input at every point of contact and uses that input to provide an exceptional experience.

## + Comprehensive Offering

Larger BPOs can provide comprehensive offerings, including **sales, customer support, collections, and back-office automation** that can be combined for added value.

## + Guaranteed Results

Partner with a BPO that has the skill, **experience and confidence** to back their promises with proven customer results and references.

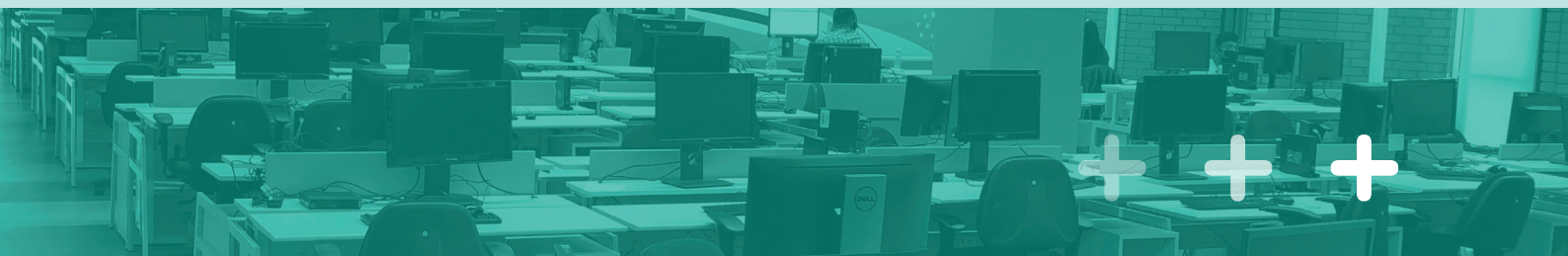
## Bottom Line **Benefits**

The decision to outsource your company's customer contact center operations is an important one and selecting the right BPO partner is crucial to the initiative's success and your bottom line. **Atento works with some of the world's biggest brands, helping them save 25% through outsourcing using our proprietary *Better Outsourcing*<sup>TM</sup> approach** that leverages the ten benefits we've outlined here — and many more. With diversity at our core, Atento is leading the next generation of customer experience services by combining the power of technology with the human touch.

### + **About Atento**

Atento is the **largest provider of customer relationship management and business process outsourcing ("CRM BPO") services in Latin America**, and **one of the top providers globally**. Atento is also a leading provider of nearshoring CRM BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 14 countries, where it employs approximately 150,000 people. Atento has over 400 clients to whom it offers a wide range of CRM BPO services through multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2019, Atento was named one of the World's 25 Best Multinational Workplaces and one of the Best Multinationals to Work for in Latin America by Great Place to Work®. Also, in 2021 Everest named Atento as a star performer: Gartner named the company as a leader in the 2021 Gartner Magic Quadrant.

For more information visit [www.atento.com](http://www.atento.com)





## Sources

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