



Cyber City Teleservices Marketing, Inc.

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CYBER CITY TELESERVICES

OFFSHORE CALL CENTER OUTSOURCING FOR MULTICHANNEL MERCHANTS

**It's really about maximizing the efficiency of your
in-house call center facility...and lowering costs**

Many of America's largest companies are using offshore resources for manufacturing and services...and have been for many years. The offshore manufacture of apparel and electronics began in earnest more than 20 years ago and the movement of services to other countries has also been a growing reality for several years.

The practice of moving services abroad can, in most instances, be done in such a way as to minimize effect on current staff but take advantage of the efficiencies and ease of management that offshore outsourcing can afford to bottom-line conscious companies.

The rise of offshore 'third party' service companies, whereby one uses the services of an established service company that happens to be offshore, by which fees are paid for the service as it is performed (usually per minute and only for the actual time an operator is on a call), as opposed to the creation of one's own free-standing facility in a host country, can significantly enhance flexibility and reduce risk.

For companies currently operating large in-house domestic call centers (50 or more seats), the use of a quality third party offshore call center outsource facility can greatly increase efficiency and reduce overall operational costs

significantly. This is primarily due to the offshore pricing model since typically the per-minute fee charged will be less than the cost of taking that call in your own facility, and even more substantially, less than domestic call center services.

Once the issue of the normally higher cost of the outsourced call is eliminated and the decision to outsource a given call is therefore not constrained by financial considerations, a whole world of staffing and management flexibility opens up for your in-house call center...hourly, daily, and seasonal staffing micromanagement becomes a thing of the past.

Since the outsourcer is now your ‘lower cost provider’, you may want to consider the following :

(1) **staff your call center for mid-volume periods**...no need to staff for the first week of a catalog drop with the resulting overstaffing during the second and third weeks. In effect, you may be best served by having 35 to 40 full-time staffers rather than 50.

(2) **eliminate second and third shifts** that require an inefficient management structure...and are difficult to staff and control...just outsource those calls.

(3) **close your call center on Sundays and Holidays** when per call costs are probably the highest...just outsource those calls.

(4) **no need to overstaff during slow periods in anticipation of a ‘sale’ or ‘clearance’ mailing** that could produce temporarily higher call volume...just outsource those extra calls.

(5) **no need to be concerned about 20% of your staff leaving** to go back to college at the end of August when only 10% mentioned they were leaving...just outsource until you are able to comfortably replace staff.

(6) **no need for the frantic staffing ramp-up** for 4th quarter holiday call volume or Valentine’s Day or Mother’s Day. You will simply outsource those calls to the ‘lower cost provider’...the offshore call center.

(7) **no need to worry about blizzards, systems crashes, earthquakes, hurricanes.** You simply flip the switch and increase your allocation to the outsource call center until the winds subside and the snow stops...when they are a quality 'lower cost provider', the decision to send the calls out is also a financial plus.

(8) **take customer order calls 24/7** if you are not doing so now with none of the staffing and management headaches.

Over the course of 3 shifts, 365 days a year, many person-hours of idle operator expense can be saved...plus the virtual elimination of your customers spending long periods in queue.

When the reality is that every call you outsource reduces your costs, the decision about how many calls to outsource and under what circumstances changes significantly.

Selection Process:

The decision concerning which teleservices companies to consider for call center offshore outsourcing is a surprisingly similar process to the one you would use to select a domestic provider.....with a few important additional considerations.

- (1) Check references
- (2) Listen to 'live' calls
- (3) If possible, work with people whose reputation you already know and who you can trust
- (4) Consider those companies that have experience with catalog clients and know the level of service that is required
- (5) Be certain that the outsourcer's physical infrastructure and staffing model can support your needs There's no point in using an outsourcer for additional capacity, security, and flexibility who is likely to be overwhelmed in a crisis.
- (6) Select the host country wisely. It is preferable to consider countries in which the population is westernized, where the labor force speaks American English, where there is a familiarity with American culture, and a country in which there is a favorable attitude toward America in general.