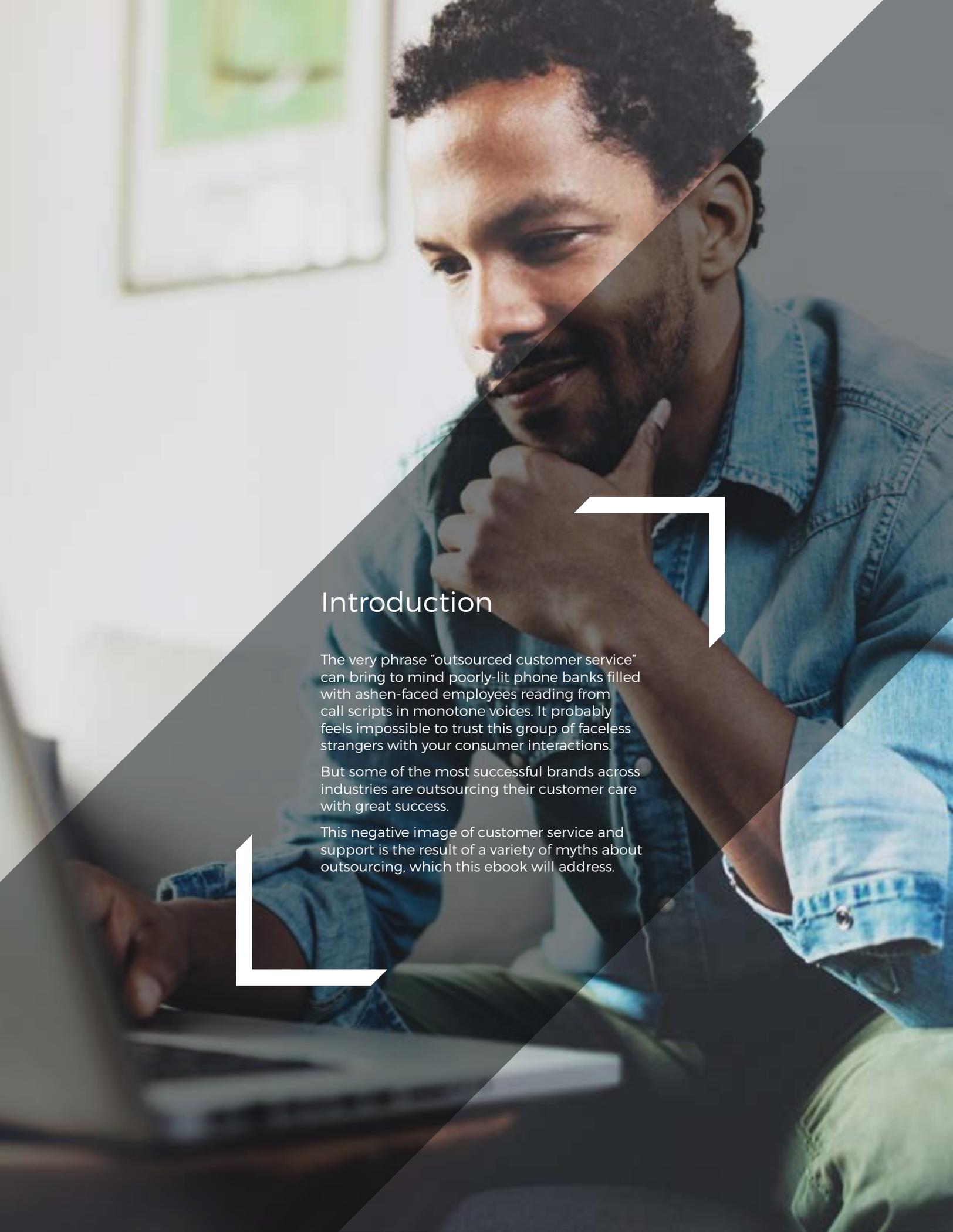




# 5 MYTHS OF OUTSOURCING CUSTOMER CARE

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**How You Can Overcome the  
Challenges of Providing  
Effective CX**

A man with dark curly hair and a beard, wearing a blue denim shirt, is looking down at a laptop screen. He has his hand on his chin in a thoughtful pose. The background is slightly blurred, showing a framed picture on the wall. A large, dark, diagonal graphic element is overlaid on the right side of the image, containing the text.

## Introduction

The very phrase “outsourced customer service” can bring to mind poorly-lit phone banks filled with ashen-faced employees reading from call scripts in monotone voices. It probably feels impossible to trust this group of faceless strangers with your consumer interactions.

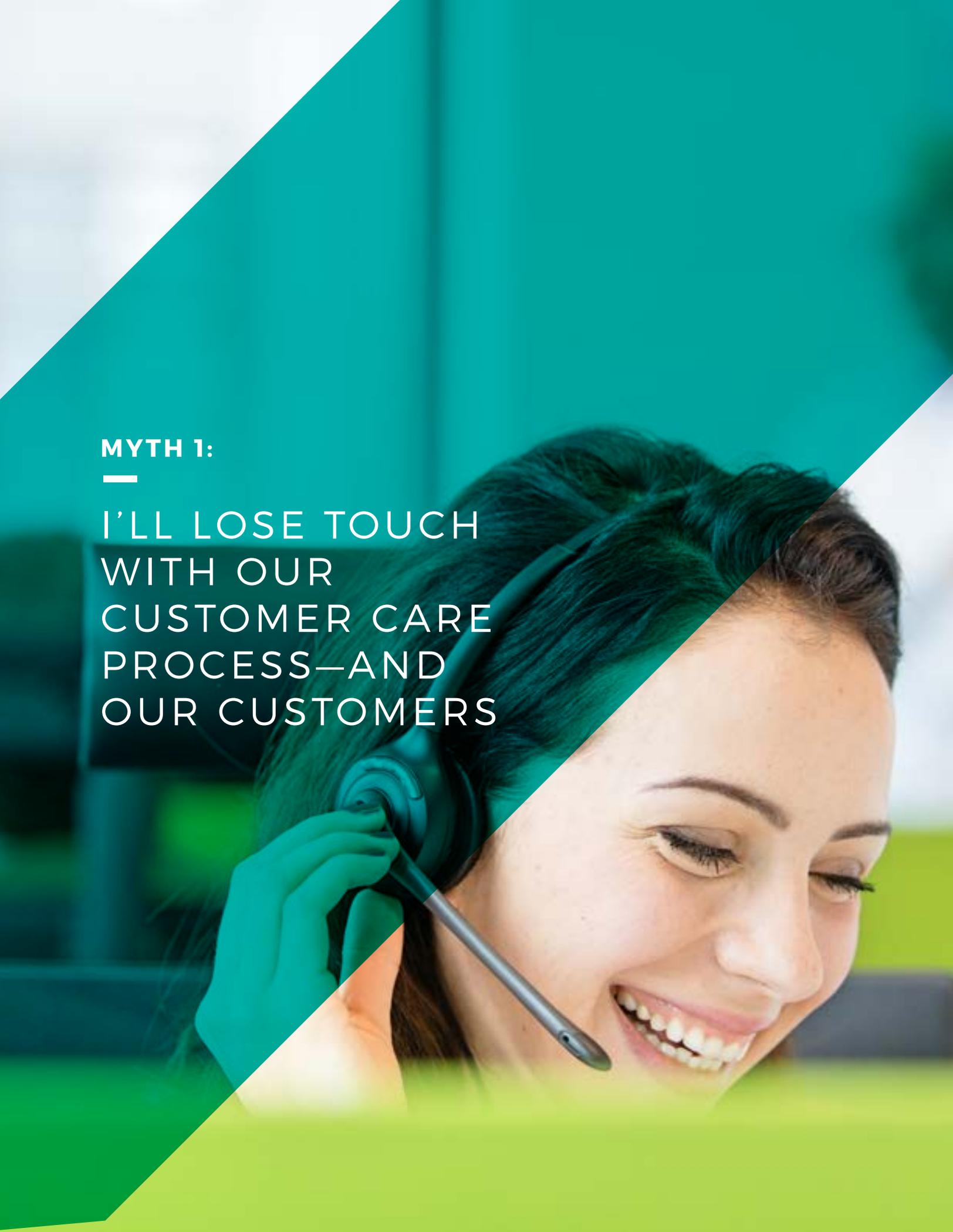
But some of the most successful brands across industries are outsourcing their customer care with great success.

This negative image of customer service and support is the result of a variety of myths about outsourcing, which this ebook will address.

## Contents

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Myth 1: I'll lose touch with our customer care process—and our customers	4
Myth 2: I will have to give up control	8
Myth 3: I can achieve better results in-house	12
Myth 4: I can only outsource simple processes	16
Myth 5: All vendors are the same, so I should hire the cheapest one	20
Conclusion	24

A close-up photograph of a woman with dark hair, smiling warmly while wearing a black headset with a microphone. She is looking down and to the right. The image is overlaid with a teal-to-green gradient that transitions from the top-left corner towards the bottom-right.

MYTH 1:

—

I'LL LOSE TOUCH  
WITH OUR  
CUSTOMER CARE  
PROCESS—AND  
OUR CUSTOMERS

**TRUTH:** You may be concerned that “off-site” means “out-of-mind” when it comes to customer care, but a quality partner will provide complete transparency so that you can manage and monitor the process as closely as you want.

A strong customer care partner will keep you in the loop—not in the dark. With a reliable reporting structure in place, you can stay informed of customer support activities while freeing up valuable time for more strategic projects.

### **What to Look for in a Partner**

To stay in touch with the customer support process, you need to understand why customers are reaching out, what channels they're using and how their issues are resolved. Look for a partner with an established system of check-ins, score cards and reporting (including real-time dashboards) to keep you up-to-speed on customer satisfaction levels, service level agreements and other program metrics, including the key reasons your customers are calling.

## Questions to Ask Potential Partners

### 1. What types of standard reports do you offer?

Minimally, you want a partner to report on call volumes and dispositions, peak times, first-contact resolution rate, and the key drivers behind requests for care. Your partner should also be able to provide more holistic insight into total customer effort.

### 2. Can you create custom reports?

The right partner should be willing to work with you to develop the reports you need to discover trends and actionable insights.

### 3. How timely are these reports and how often are they provided?

Make sure reports are provided often enough to allow you to stay in touch with your program and make timely adjustments if necessary. Daily reports are usually sufficient, but you may need live reporting through real-time dashboards in some instances, such as live events.

### 4. Can you share reporting examples?

Make sure the examples your potential support partner provides contain the information you need, presented in a way you can easily understand.

### 5. Are reports accompanied by recommendations for improvement?

A strong customer care partner won't just deliver reports; they'll offer recommendations on ways to improve customer support and satisfaction.

**With accurate, reliable reporting and data-driven recommendations for improvement, there's no need for you to lose touch with your customer care process. In fact, the right customer support partner may be able to help you achieve a deeper understanding of your customers and their needs than you have today.**



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A man wearing a light blue button-down shirt and a brown hat is smiling while talking on a smartphone. He is sitting at a desk, with his hand on a laptop. The background is a blurred office setting with warm lighting. A large purple diagonal overlay covers the right side of the image.

**MYTH 2:**

—

**I'LL LOSE QUALITY  
AND CONTROL**

Could a bunch of strangers provide the quality customer care you want to offer to your customers?

You're probably thinking: NO.

But this gets at the crux of outsourcing Myth #2: I'll lose quality and control of my customer care program.

**Let's look at a simple, basic truth:**

Outsourcing customer care does not mean that you lose quality. In fact, you'll probably improve the quality you're offering to your customers as the result of bringing in an experienced, dedicated partner. You also do not have to worry about losing control. On the contrary, a good outsourcing partner will encourage your team to be as involved as you want to be in every stage of the process—from initial strategy and planning to day-to-day operations.

**What to Look for in a Contact Center Partner**

To maintain quality and control in your customer service programs, it's important to pick a partner with a track record and reputation you can trust. Look for a vendor who brings proven best practices, processes and resources to the table and is willing to work within your parameters, such as modifying or replicating a successful in-house model.

To maintain quality and control in your customer service programs, it's important to pick a partner with a track record and reputation you can trust.

### Questions to Ask Potential Partners

**1. We already have a successful care program in place, but we need to expand quickly. Can you recreate our customer care model in your centers?**

A partner should be able to replicate the critical components of your internal care program.

**2. What insights and lessons learned can you share to improve our program?**

If you're looking for a partner who can help you evolve, make sure you choose someone with a consultative or collaborative approach. Look for a partner that can not only bring industry experience to the table, but also transferable learnings from other industries and programs.

**3. How do you ensure the security of my valuable customer data?**

A partner should have systems and processes in place to protect the data you share with them. Data protection programs should include things like encryption, secure VPN and limiting who has access to the data. Ask to see a written version of the latest data privacy policy, and make sure it offers at least the level of data security you have in-house.

**4. What client references can you share?**

Be wary of a vendor who can't offer references. You're not asking their existing clients to share proprietary data; you just want them to confirm that the vendor lives up to the terms of their agreement.



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A photograph of a man and a woman in an office environment. The man, on the left, is wearing a light-colored long-sleeved shirt and is gesturing with his hands while speaking. The woman, on the right, is wearing a red turtleneck sweater and glasses, and is looking at a laptop screen. A teal diagonal overlay covers the right side of the image. The text 'MYTH 3:' is positioned on the left side of the teal overlay.

**MYTH 3:**

—

**I CAN ACHIEVE BETTER  
RESULTS IN-HOUSE**

Maybe...but not always.

Outsourcing to a specialized customer care provider can actually improve your results. By choosing a high-quality provider, you can benefit from the expertise of a partner that is highly focused on their own industry and business: providing superior care.

Most outsource providers realize they must work hard to deliver the excellent results that attract and retain the best clients.

While your company may have other priorities and less capacity to invest in the resources necessary to develop a quality in-house customer care program, an outsource partner's core business is customer care. This tight focus allows them to make crucial investments in technology, talent and training that serve to elevate the customer experience.

A quality customer care partner will operate as a highly-focused extension of your own team, providing customer care expertise and experience that improves upon the results you are currently achieving in-house.

### **What to Look for in a Contact Center Partner**

Look for a well-established provider who can offer both valuable experience and the ability to expand quickly as necessary (scalability). Make sure that they are committed to carefully selecting and training agents and using metrics to identify opportunities for improvement.



## Questions to Ask a Potential Partner

### 1. What strategies do you use to ensure your contact center will perform as well as, or better than, my in-house team?

A partner will work with you to ensure they bring your brand's culture and values to their contact center. They will also set clear performance indicators, such as customer satisfaction, to ensure they're delivering a high-quality user experience.

### 2. How do you recruit, acquire and train agents?

Your partner needs to be able to attract, retain and develop the right talent to support your program.

### 3. How do you evaluate agent success?

Outside of establishing traditional performance indicators (data accuracy, how quickly agents meet goals, performance of trainers and supervisors, etc.), look for a partner who can provide thought leadership, transparency and open conversation.

### 4. What is your approach to continuous improvement?

A partner who has invested in certified project managers, Six Sigma training, and similar systems will have a clear methodology in place.

**Next, we'll look at a misconception that you're probably already wondering about: "If I do outsource customer care, I should only outsource my most simple processes." Tune in to find out how to pick a contact center partner that's capable of managing your complex customer care programs.**



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MYTH 4:

—  
I CAN ONLY  
OUTSOURCE  
SIMPLE  
PROCESSES

**TRUTH:** This is another case where specialization in customer care can deliver better results than you can achieve doing all the work in-house.

An outsourcing partner with broad coverage types and deep industry expertise is likely to have built up extensive knowledge and best practices around handling all types of customer care challenges, both simple and complex.

A vendor that provides customer care to a variety of organizations across industries can often draw on what they have learned from those experiences to help you deliver great care. Your internal contact centers may not have as much insight into the many ways others are handling the customer experience, especially as new support channels and technologies emerge.

When you find a provider you are comfortable with, you will find that outsourcing some, if not all, of your service processes often makes the most sense in terms of customer experience, cost savings and management simplicity.

### **What to Look for in a Contact Center Partner**

Look for a partner with experience in your industry, transferrable learnings from other industries, and a track record of handling multichannel customer care solutions. Find out if they create or leverage technologies, best practices or workflows designed to deliver customer experiences across multiple touch points. They should also have the capability to integrate customer data from a variety of sources to create a full picture of the customer.

Outsource providers can often leverage their expertise, tools, and deep resources to develop complex solutions quickly and under budget.

### Questions to Ask a Potential Customer Care Partner

**1. What expertise do you have in my industry? What other industries do you serve, and what can my program learn from them?**

If your industry requires lots of specialized knowledge, industry expertise is key. A partner that also has experience in other industries may be able to offer innovative approaches and transferrable best practices.

**2. What technologies, processes and data management protocols do you use to enhance customer care delivery?**

There are many tools and technologies that allow agents to engage in different channels and collect detailed data for every customer interaction. Ask if your partner can collect this data in a central repository and perform analytics to provide recommendations.

**3. What best-in-breed processes and value-added expertise can you demonstrate to tackle my customer care challenges?**

Look for a partner who is willing to answer this question and show evidence of their accomplishments.

**Working with a customer service provider has more than its share of benefits to delivering the desired results for your organization. Make sure they are sympathetic to your needs and aligned with your goals to create the ideal customer service partnership.**



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**MYTH 5:**

—  
**ALL VENDORS  
ARE THE SAME,  
SO I SHOULD  
HIRE THE  
CHEAPEST ONE**

**TRUTH:** This is probably the biggest myth and the one that gave rise to the first four. It is a clear case of getting what you pay for. Unfortunately, many companies have learned this lesson the hard way and paid for it with loss of reputation and revenue.

Cost is always a concern but start your search process by setting cost factors aside. Identify the components of your customer care program that are absolute musts. For example, you may decide that a partner must be able to provide care via certain channels, such as phone, email, chat and social.

You'll also want to make sure to find a contact center partner that's a good cultural fit for your business. Take a good look at how well their people understand your customers and how well your potential partner can build a culture to support your brand.

### **What to look for in a customer care partner**

Look first for a partner with the proper qualifications and experience. You will probably find that the enhanced efficiency and results they bring to the table will result in a program that is cost effective while improving customer service results.

The bottom line is that looking at the overall value, not simply the price tag, will deliver efficiencies, customer satisfaction and cost savings over the long term. Ultimately, the right partner can help enhance your brand and reputation.

# Provide flawless customer service that shows you really care



## Questions to ask a potential outsourcing partner

### **1. How many customer care interactions do you handle on a daily/monthly/annual basis?**

Look for someone who is equipped to handle your program's volume.

### **2. What is your approach to onshoring (US), offshoring (Asia) and rightshoring (combination)?**

Does the vendor have a variety of centers around the globe to offer flexibility and cost efficiencies?

### **3. How quickly can you ramp resources up and down to ensure cost- and resource-appropriate scalability?**

Make sure a vendor can meet your timeline.

### **4. In what ways can you decrease expenses while delivering quality service and results?**

Again, you want a partner who can share examples of ways they have helped other clients.

### **5. While considering all of these other factors and efficiencies, how do you also work to ensure a cultural fit with our brand?**

Look for agent communication skills like active listening and empathy. Ensure that they have the ability for conversational and contextual understanding of what the customer is trying to say.

That's five for five—we've successfully debunked each of the common myths surrounding outsourcing your customer care.



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## Conclusion

Some businesses are still basing their customer care decisions on the image of a dark, impersonal call center. Don't let misconceptions impact your business. You now know the truth beyond the myths: outsourcing can be a smart business strategy that allows you to achieve customer satisfaction and loyalty beyond your in-house capabilities if you take the time to research and select the right partner.

Some of the most loved brands across industries are outsourcing their customer care with great success. You have opportunity to replicate this success and differentiate your business with less costly, more flexible, more impactful customer care, delivered by an experienced outsource partner.



[Learn more about our contact center services.](#)