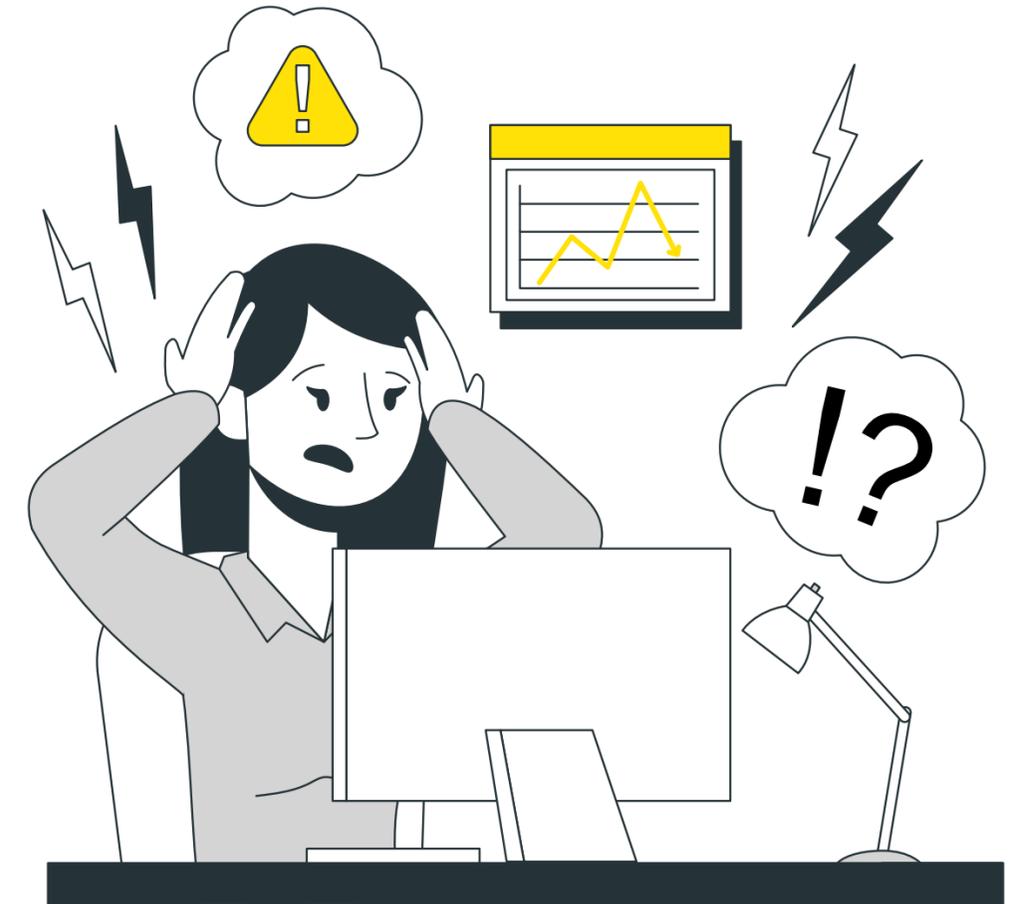
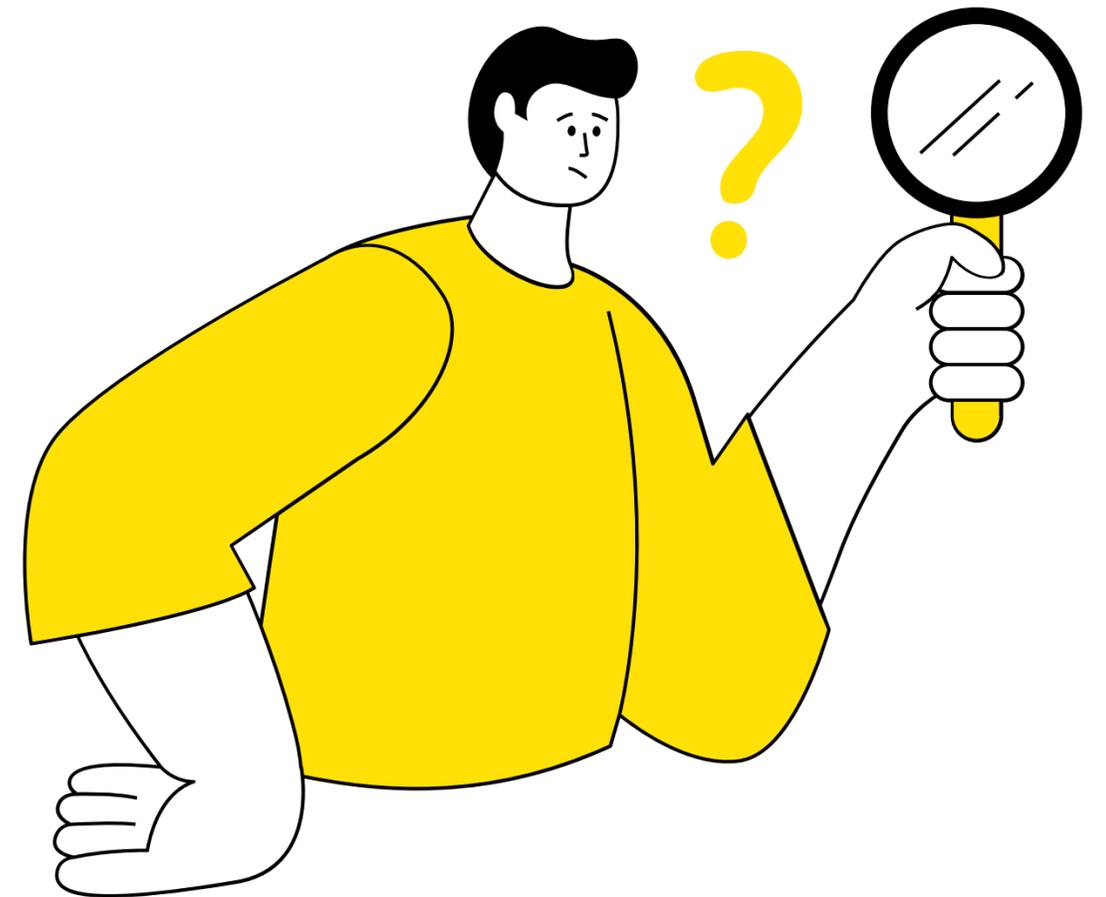


DISADVANTAGES OF OUTSOURCING CUSTOMER SUPPORT



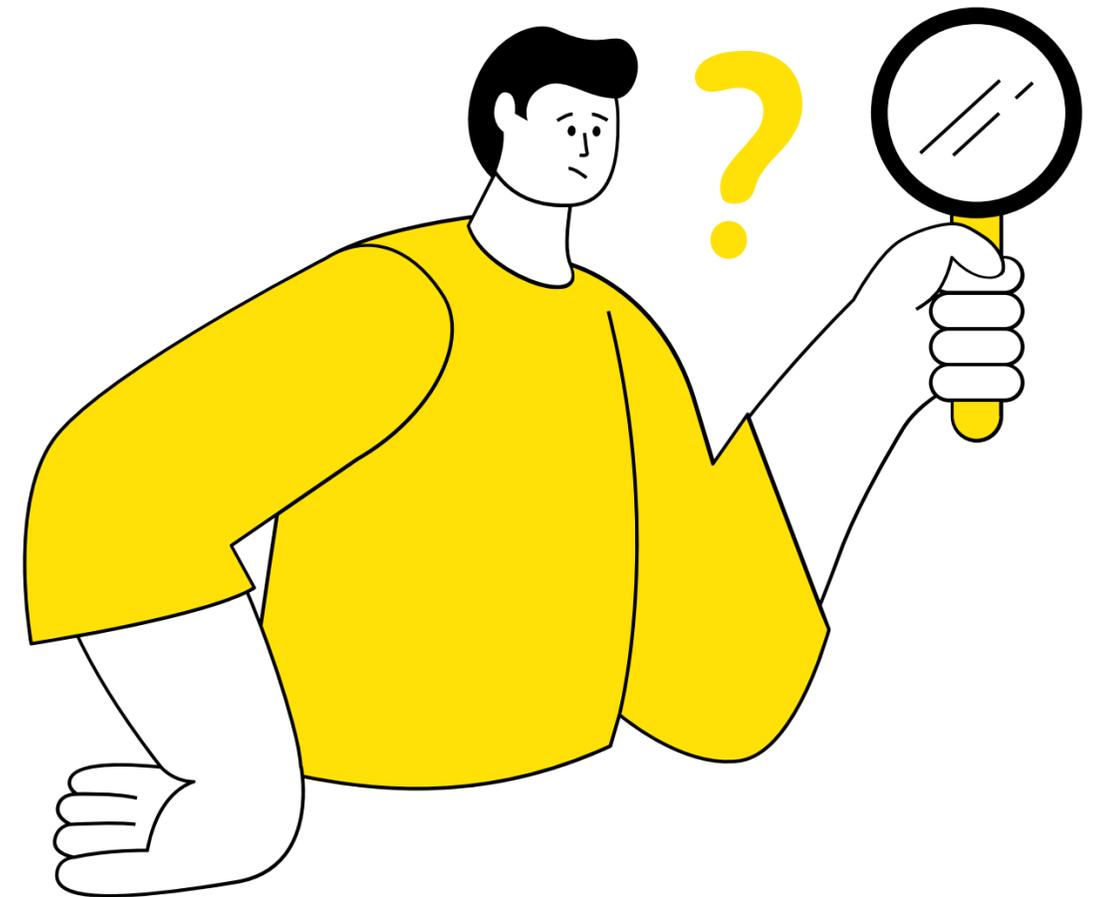
INADEQUATE KNOWLEDGE ABOUT BUSINESS' CULTURE

Lack of knowledge about a business' culture affects your outsourced team's overall performance and dedication. If they don't know how you do things, or why your product or service is valuable to your customers, they cannot represent your brand nor connect with your customers.



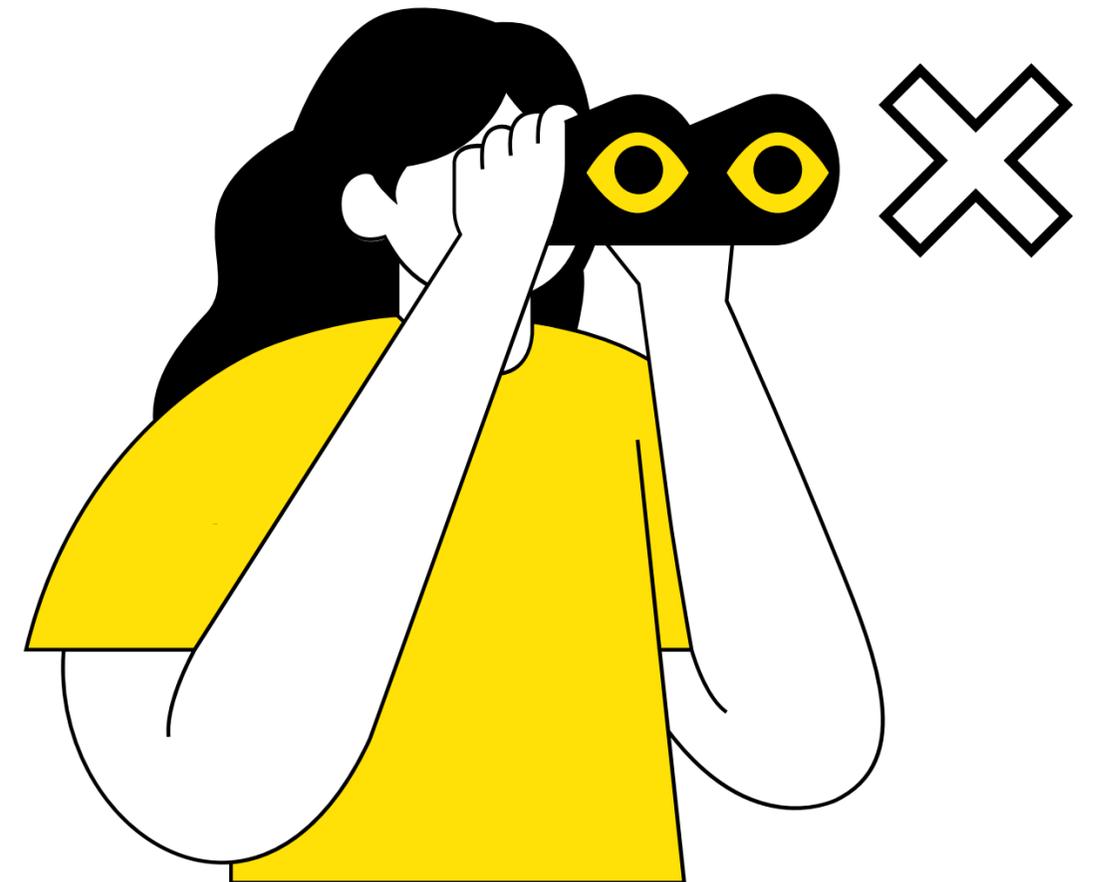
SOLUTION:

Practice **clear and consistent communication** with your outsourced team.



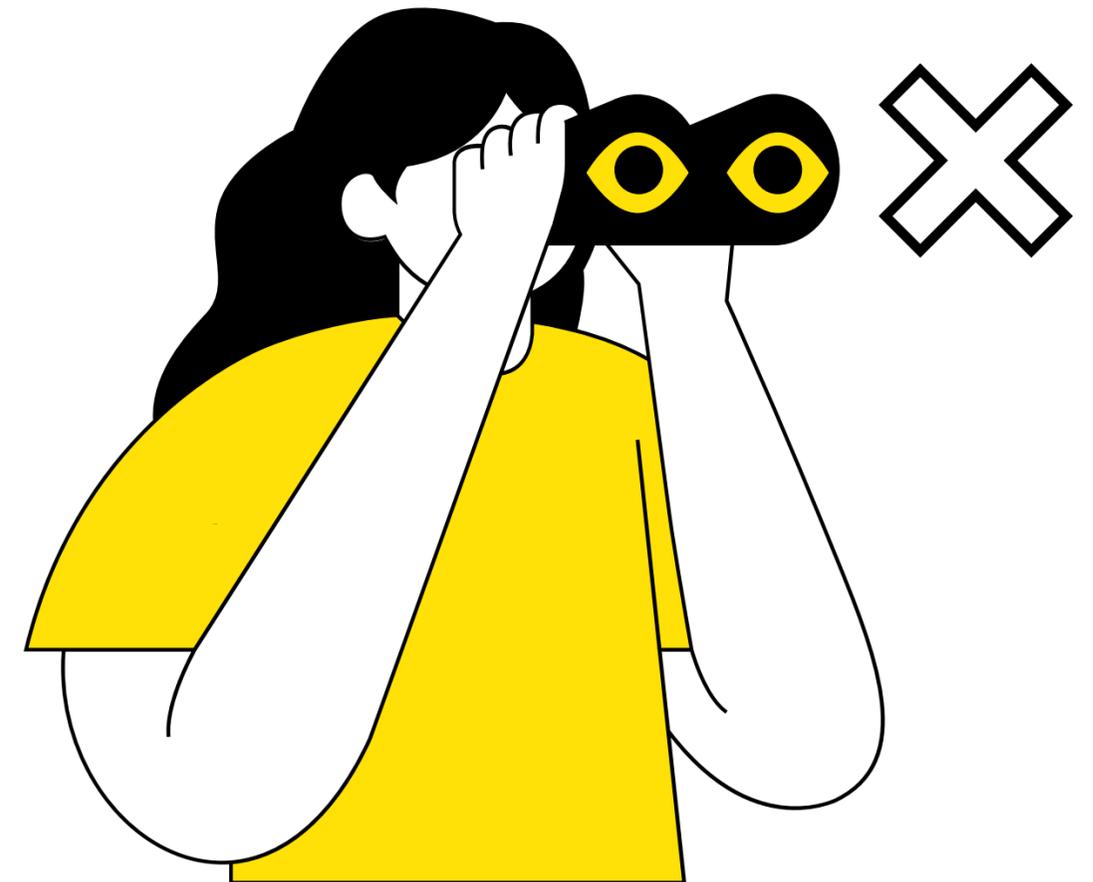
2 REDUCED CONTROL OVER WORK PERFORMANCE

Letting an outsourced offshore team manage your overall customer support reduces the control you have with the said business process. Because they work with little to no supervision, you cannot monitor their performance on a regular basis.



SOLUTION:

Do your research on your outsourced teams to see if they fit in your business style. **Regularly set up meetings** to ensure a smooth workflow.



3 LACK OF COLLABORATION BETWEEN OUTSOURCED AND IN-HOUSE TEAMS

Outsourced teams also tend to work remotely and team members are not in the same facility. In return, communication may be vague and inconsistent, and some information may be isolated, resulting in poor customer support performance.



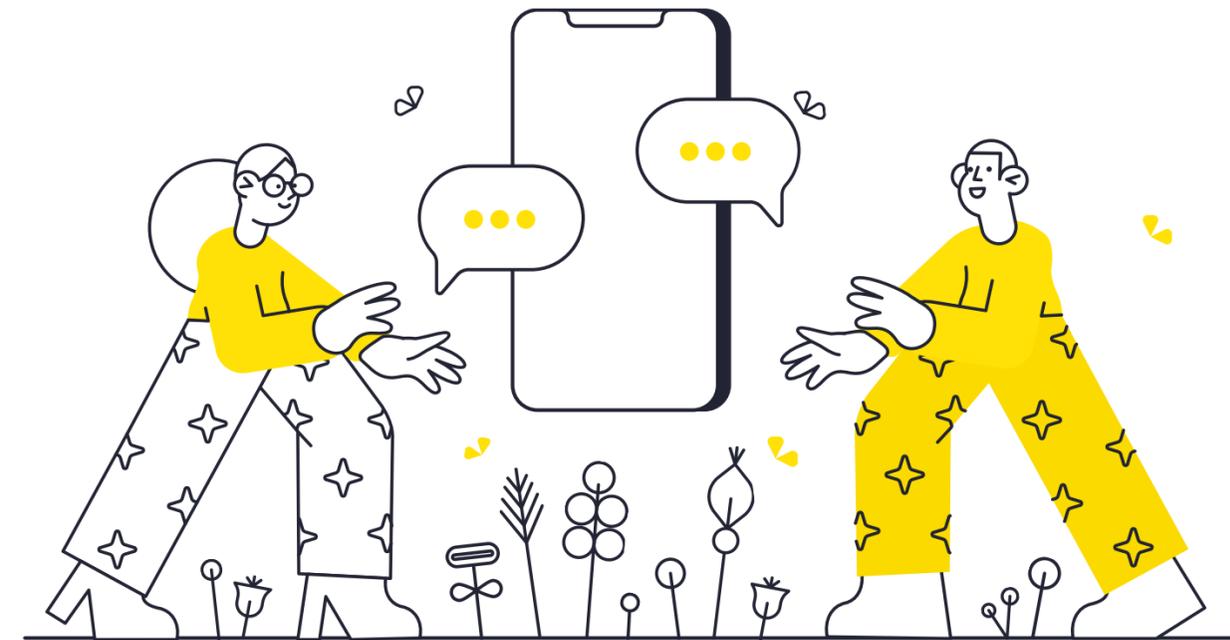
SOLUTION:

Implement a **unified communication channel** where all teams can interact and discuss things real-time. You can use business messaging apps like Slack to communicate and collaborate.



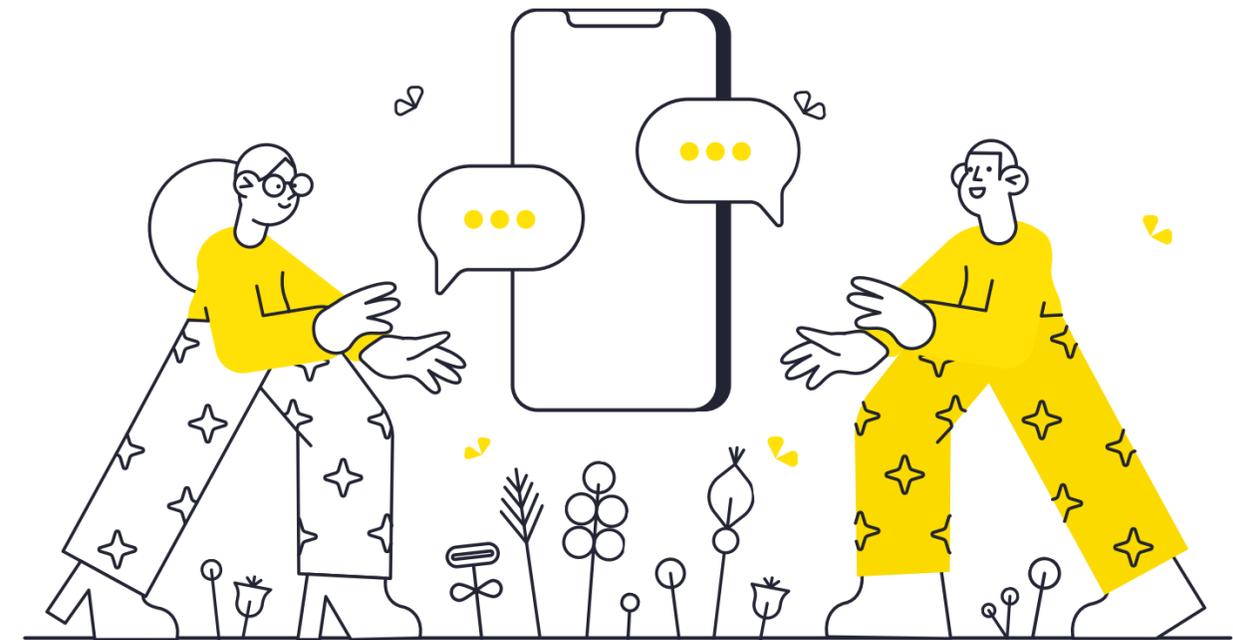
4 LESS TRANSPARENCY OVER CUSTOMERS' FEEDBACK

Your outsourced team will, yes, relay the feedback to you, though with added distance and time, the conversation can be distorted. You are not anymore getting the same rich feedback and wide-bandwidth information you once got from customers.



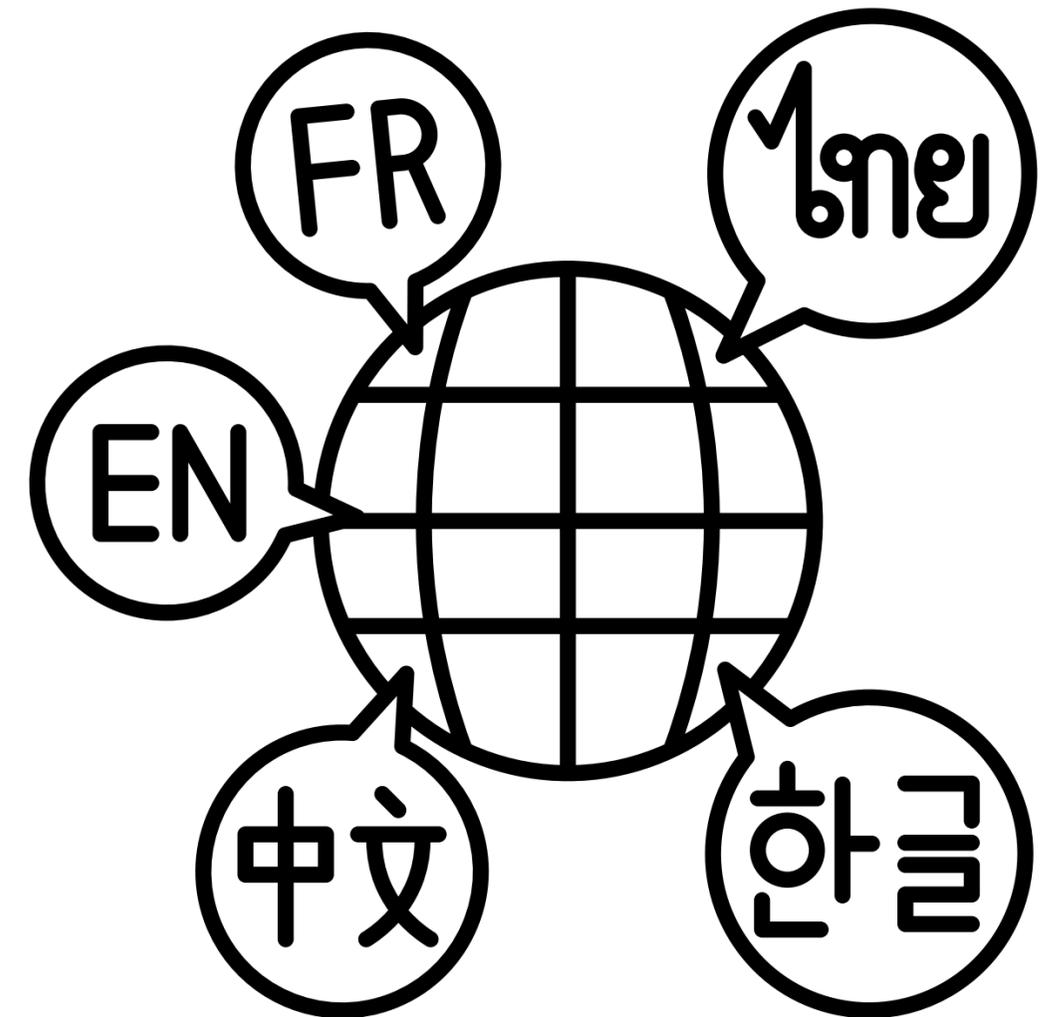
SOLUTION:

Use a **helpdesk system** to track and monitor 'tickets'. This way, your outsourced team can list down detailed feedback from customers as well as their responses—keeping you updated with the status of your customer-business relationship.



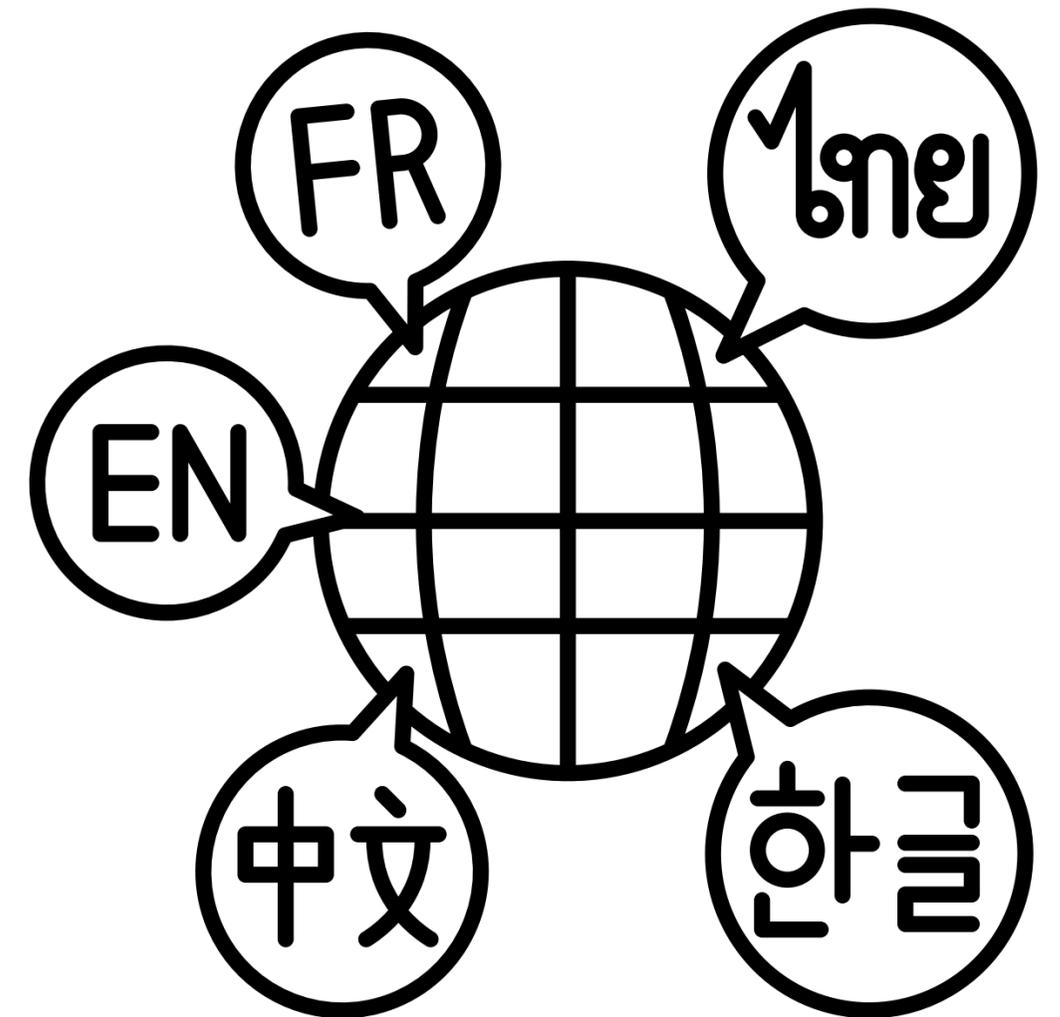
5 LANGUAGE BARRIERS AND CULTURE CLASH

Outsourced offshore teams might not be familiar with your culture of your location. This might lead to customer misinterpretation and messages lost in translation. Language barrier is a huge problem as well if the team does not understand the language your business prefers.



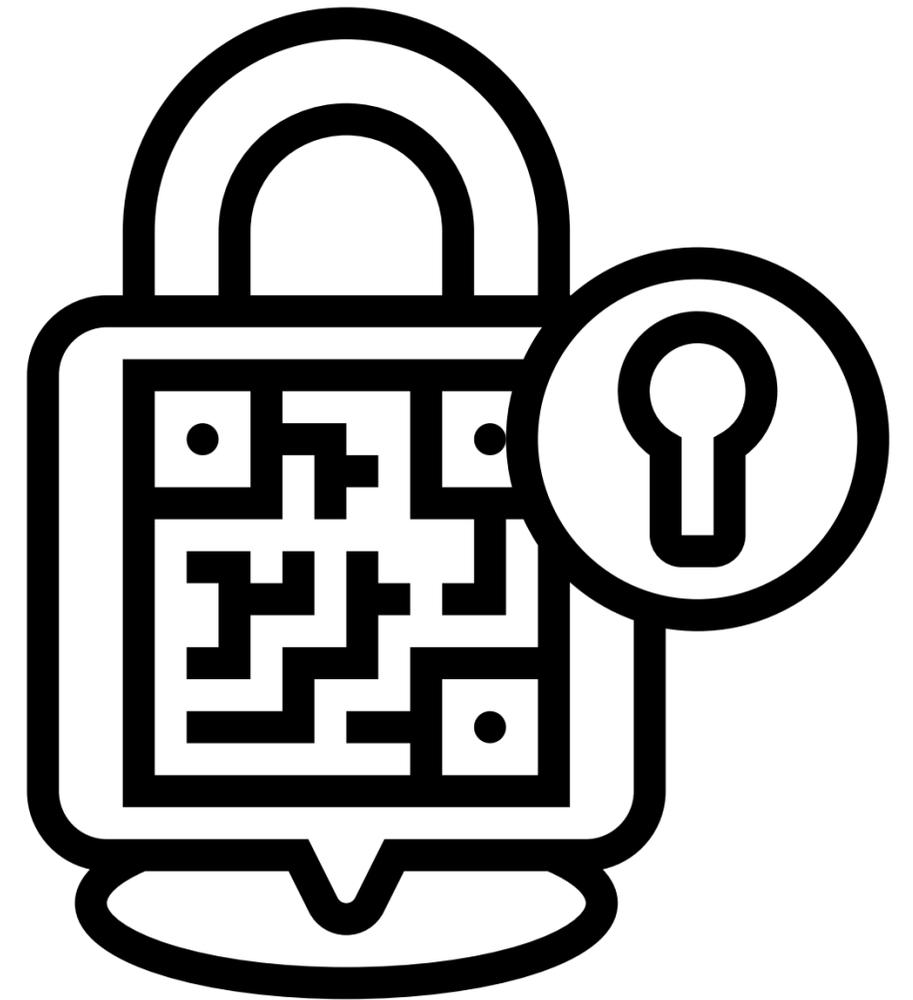
SOLUTION:

Make sure you hire a team **who can learn and adapt to different cultures** and can read contextual clues. And it's best to outsource to countries that have **high English proficiency rates**, like the Philippines.



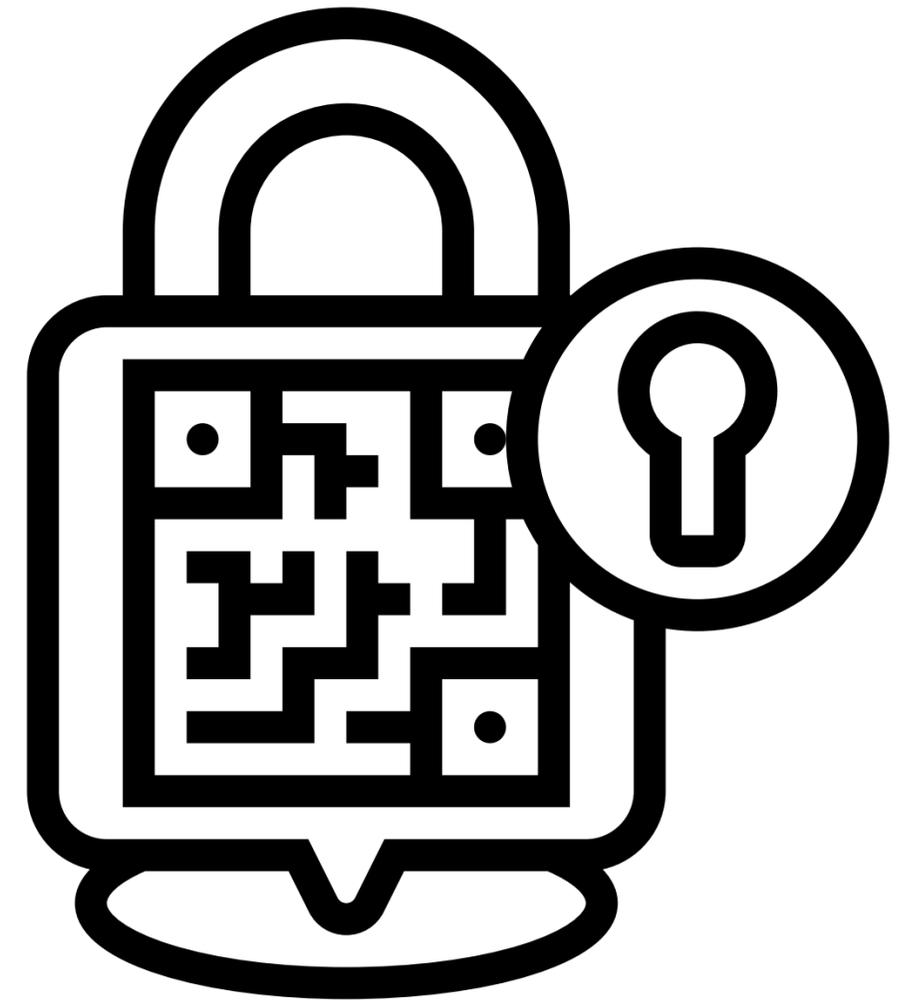
RISK OF EXPOSING CONFIDENTIAL INFORMATION

When you work with an outsourcing team, giving out your business' information is inevitable. Especially with customer support teams, they need access to sensitive personal data to properly respond to customers' queries.



SOLUTION:

Do a thorough **background check** before hiring your team. Learn their security protocols and data protection system. Then, have them **sign a non-disclosure agreement** and a service level agreement to protect your business and your customers.



DIVIDED ATTENTION AND LACK OF DEDICATION

Your outsourced team answers multiple calls for different clients in various industries, so they are not 100% devoted to your business. This results in a lack of focus and dedication, and your customers may feel undervalued and dissatisfied.



SOLUTION:

Outsource a customer support team that **prioritizes your customers**. Make sure you select an outsourcing partner who offers a dedicated team that will focus solely on your business.



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