



## The choice of outsourcing

Internet service providers, banks, insurance companies and mobile telephone operators... many major groups have chosen to trust service providers with their customer service management.

The activity of call centers is in fact a very specific domain with its own terminology, its own equipment, its own methods and very specific techniques.

Choosing to outsource is not always easy, especially for companies who want to control their brand image.

### • When is "outsourcing" a call center considered judicious?

Below is a list of cases when the services of a professional contact center are recommended :

- when the need for telecommunication services is fluctuating, for example with a seasonal activity
- when business volumes are irregular (peak activity) and require external support
- when a company prefers to focalize its financial and human resources on its core business and hand over the entire call center management to an experienced service provider
- when launching a new activity for which the outsourced contact center is managed on an occasional basis
- when a company wishes to benefit from the expertise of an outsourcing service provider and "discover" telephone services and constraints

### • The combined solution

Many companies use a combination of an in-house call center backed by the services of an outsourced provider. This solution may be a short and medium term option for companies that fear handing over their customer service to another company.

For example, when the in-house call center is saturated, the outsourced service provider can handle the overflow of calls and unburden the customer's center.

The service provider's telephone agents can also handle the contacts considered less "strategic". The core activity is taken care of in-house, while less specialized calls are covered by more generalist telephone operators.

Moreover, the combined solution makes it possible to compare the two services (in-house and outsourced) and determine the most advantageous solution. Prospecting, appointment scheduling, customer service, requests for basic information can easily be outsourced.

### • Relocating to offshore call centers...

The year 2003 marked the real kickoff for outsourcing call centers to North African countries, following the Anglo-Saxon phenomenon of off-shoring and relocation to India.

Morocco, benefiting from being to a high extent French speaking, with very competitive labor costs and an excellent telecommunications network, has become the leading destination for these customer relationship activities with more than 4,000 operational jobs.

### • ...As a consequence of the many advantages for the companies...

Countless success stories which can be categorized into 3 types have indeed attracted the attention of general managements on the benefits of outsourced call centers :

- An estimated 30 to 40% decrease in the hourly cost (including telecom) of processing a consumer call or email.
- Increased flexibility due to legal factors and social behaviors allowing for peak activity management which would be difficult and very expensive if conducted in France.
- Identical and sometimes even superior quality, due to telephone operators speaking French without accents, recruited for their academic profiles (on average 3-4 years of university studies) which are significantly higher than their French counterparts.

- **Webhelp, a pioneer in offshore call centers...**

With a capacity of 4,500 jobs in Morocco for the French market, and 400 jobs in Romania, Webhelp is also the only ISO 9001/2008 certified offshore service provider covering the entire customer relationship activity.

*"With more than three years experience, we have proved, and are backed by important customer references, that we are able to combine service quality and competitive prices," says Olivier Duha, Co-Chairman of Webhelp.*

*"Some companies may of course be tempted to set up their own offshore centers, but the difficulty of such projects that require strong local expertise and important human and financial resources, lies beyond 100 jobs. Our knowledge of these countries and the fact that our headquarters are in Paris where we run the program controls serve as quality guarantees. They mean we have our French customers close-at-hand and fully understand their requirements whilst cutting costs on our offshore locations," says Olivier DUHA Co-Chairman of Webhelp.*

- **... with a well-balanced and promising business portfolio**

*In addition to its position in the growing relocation market, Webhelp has always been different from other outsourcing service providers; it provides a unique balance between the traditional customer relationship professions (incoming calls, outgoing calls, telemarketing, letter processing) and the newer emerging channels (email, chat, online web support).*

*In terms of industries, Webhelp works with a broad range of clients illustrating its ability to integrate very specific and complex business issues, from insurance to telecommunications, and also freight, tourism, energy and media, with references such as AXA, SFR, Direct Insurance, Cdiscount, Orange, Meetic and La Redoute.*

*The expectations of your consumers are straightforward: they want optimized availability on the most extended time slots possible (reduced waiting time) with personalized (up-to-date with the customer contact history), effective (1st call problem solving) and homogeneous contact no matter which channel of communication is used (store, hotline, website ...).*

Our mission is to help you successfully outsource to ensure the sustainability of our relations. We support you from A to Z, from designing to implementing your client strategy with custom-made technologies and solutions to meet your goals.

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