

Inbound Call Center Outsourcing

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Inbound Call Center - Customer care has become the talk of the day these days. Companies are focusing on this aspect, more rigorously now, as the business moguls have candidly admitted that this is the driving force for any business to survive, in the testing times. Now, if one develops an in-house Customer care, the costs involved is phenomenal. Infrastructure and operational costs defy the rules of gravity, once it is actually implemented. The solution: Outsourced Customer Care.

An Inbound Call Centre Outsourcing is a business process, wherein the incoming calls related to the Customer Care are outsourced to a third party vendor, for a fixed amount of money. This fee is usually negotiated depending on the services offered and the TAT or the Turn Around Time for a particular query. The incoming calls originate from the host destination of the organization which is outsourcing the Customer care business. The Incoming calls which are received by the professionals of the third party vendor, are worked upon, and are given satisfactory solutions, complying with the Method and Procedures (M&Ps) as defined in the Line of Business (LOB) mutual agreement.

Once the Inbound Customer Care of any organization is outsourced, all the costs involved in providing a satisfying resolution are borne by the contracted vendor. Such costs are much greater, if handled for a single process. However, as the vendor providing the Incoming Call Outsourcing has a number of process with itself, the actual costs involved becomes meager, and thus the profits are made by both the parties.

The business model for the Inbound Call Centre Outsourcing is pretty productive. It was developed in the mid-80s, and has immensely benefited the third world countries like India, China and Philippines, where English speaking population has mushroomed over the years. In countries like India, it provides employment to more than 2 million graduates.

The quality standards such as six-sigma are rigidly followed while doing the business of Inbound Customer Care Outsourcing business. A customer can make a call as simple as querying a train route in England and as complex as finding the right kind of investment to save tax in the state of Texas. The Customer Care Representative handling such Incoming calls in the Call Centre Outsourcing are efficiently trained to satisfy all.