

# Guest Blog: 5 Reasons Why Outsourcing Your Customer Service Can Be A Smart Move

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*This week on our Friends on Friday guest blog post, my colleague Alleli Aspili talks about the challenge of companies providing excellent customer service and explores the option of outsourcing. – [Shep Hyken](#)*

You're a growing business and painting the best vision for your company. One of the things you want to achieve is to provide satisfying and convenient customer service to your consumers while keeping your costs low. Whether online or via the telephone line, you want your customers to have the flexibility to contact you. You swear to yourself that there's no way you would have the old ringy-dingy call center that answers unattended phones. You target to meet customers' needs in any way possible.

But the problem comes from your in-house staff doing your customer service. They aren't highly-skilled and competitive enough to carry out the challenging task. So what on earth would happen now?

## **Should you outsource your customer service?**

Customer service is an important aspect of any business. In fact, it can make or break a company, regardless of size and sophistication. In this age of relationship marketing, it's vital to make every customer contact as positive and productive as possible.

One way to improve your customer service and win consumers' loyalty is through outsourcing. Employing a third-party provider to manage your customer care operations can give you substantial and long-term benefits such as:

### **Cut costs and save BIG**

Organizations running their own contact and fulfillment departments often experience higher costs. Outsourcing converts fixed costs into variable costs and allows you to budget effectively. No need to invest on employee training, or purchasing expensive technology. Outsourcing your customer service to a trusted vendor can help you save on the capital expenditure, time, and extra efforts.

### **Get access to skilled expertise**

Professional outsourcing providers have dedicated teams to provide outstanding customer service which can give your business a competitive edge. These personnel have diverse expertise and skills across different industry and technologies that can help you achieve superior quality and unmatched proficiency in customer service.

### **Increase your efficiency and competitiveness**

Outsourcing your customer service ensures your customers receive the help they need when they need it. This will make them happier and will leave you less stressed. Top service providers also have the capacity to absorb dramatic demand shifts, enabling quicker ramp-ups and ramp-downs than in-house centers.

### **Focus on your core business**

In the face of competition, outsourcing your customer care also broadly enables you to focus on core areas of your business while concentrating on its long-term, strategic processes. This will allow you to have the advantage of progressing and staying ahead of the competition.

### **Get higher revenue**

Lastly, customer service providers can work with you to generate revenue through your customer care operations

by improving metrics such as first-call resolution, average handle time, customer satisfaction.

So now, have you considered outsourcing your customer service?

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