

Building the Foundation for Successful Contact Center Outsourcing

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About Strategic Sourcing Advisors

We connect companies to the best contact center providers to match their unique outsourcing requirements.

- The SSA team has managed over \$700M of global contact center business
- Awarded 2015 IAOP best practice for Microsoft contact center outsourcing strategy
- The SSA Provider Portfolio:
 - Pre-qualified, audited providers with a broad range of capabilities and geographic reach
 - 159 global contact center sites supporting 25 languages in 27 countries
 - 69 US-based locations in 20 states
- No cost or obligation for buyers to take advantage of SSA services

The SSA Methodology



Building the Foundation for Successful Contact Center Outsourcing – topics

- Considerations when transitioning from internal to outsourced contact center operations
- Insights to support an effective outsourced provider selection process
- Important steps to prepare for successful outsourced contact center operations

Transitioning from internal to outsourced Contact Center operations

Managing an outsourced business is different from in-house operations

- Acknowledge & address your organization's strengths and weaknesses
- Relationships at all levels are critical to success
- Must understand the outsourced model's fully-loaded cost structure

Preparing the organization for change

- Develop a sound business case
- A Champion is critical to your program's success
- A strong communication plan to keep key personnel informed and aligned
- Gather the necessary resources to implement the plan



Transitioning from internal to outsourced Contact Center operations (con't)

Laying the groundwork for success

- Share your vision and strategic goals with your team
- Document your current contact center processes
- Ensure training curriculum aligns to your objectives and processes
- Plan business review cadence
- Confirm the right SLAs and KPIs; define/document specific calculations



Opportunities and Threats during transition

- Implementation can be make or break; socialize the Agreement and SOW
- Capitalize on your provider's expertise and capabilities
- Foster a productive relationship with your provider during transition

The provider selection process

Pre-engagement

- Develop a provider evaluation and scoring tool
- Engage an industry expert to help you find the best providers

Provider engagement, evaluation, and selection

- Hold initial meetings with providers' senior management
- Distribute RFP and communicate timeline
- Determine finalists and perform provider site visits
- Check provider references
- Evaluate and rank finalists



Preparing for successful outsourced contact center operations

Implementation

- Confirm project plan: milestones/timeline; go/no-go criteria
- Deploy personnel on-site to evaluate, assist with, and monitor progress
- Confirm hiring and training process readiness
- Confirm facility readiness, including IT and Site Security
- Confirm problem handling and escalation processes
- Pilot launch go-live; confirm success criteria is met
- Full production go-live/ramp-up; ramp-down existing ops



Thank you for your interest!

Our focus is helping buyers find the best outsourcing providers. We achieve this by looking holistically at your strategy and business.

To receive the full webinar presentation with additional insights and examples of evaluation criteria and scoring, please give us a call or email us today!



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