The One Question You Need to Ask Your Contact Center Outsourcing Partner

Many companies outsource their customer contact center and most have a robust selection process for picking their outsource partner. The process usually involves hundreds of hours reviewing metrics, operations data, infrastructure compatibility, financials, staffing, training and of course pricing options. There are a zillion questions that need to be asked and answered to make sure the outsourced center is the "right fit". But the one question that seldom gets asked that will make the biggest difference in delivering an exceptional customer experience is "Do you love my customers?" Of course the outsourcer will respond in the affirmative so you'll need to dig a little deeper and ask "Why?" and "How will you make sure that anyone talking to my customers loves them as much as I do?"

The question may stop some outsourcers in their tracks as they wonder "What's love got to do with it?" Everything. Those who truly belong in the customer contact center business will have no trouble answering the question. Those who stumble, well let's just say they are probably in business for the wrong reason.

Customer contact center employees provide one of the most important functions for your company. Their interaction with customers leave a lasting impression that can't be undone by billboards, commercials or newsletters and left unchecked, can quickly unravel even the best branding campaign. Making sure your outsource partner will serve-up exceptional service requires more than a contract and performance incentives. It requires an honest assessment about how they feel about your customers.

If your outsourced (or insourced) contact center is not delivering exceptional service, it might be due to lack of training, skills and processes. If so, those can be fixed. But no amount of training, procedures, supervision, quality monitoring or performance management can fix the lack of love.

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