

# 5 myths about BPOs for startups – *busted!*

The right partner can take your CX to the next level

Customer experience (CX) is crucial to a brand's success but, with so many competing priorities in a company's early years, it can seem daunting to devote precious time and resources to CX.

Working with a business process outsourcing (BPO) partner is a great way to access the cutting-edge technology, proven solutions, best practices, and CX expertise not available. Putting your contact center in expert hands brings operational efficiency, and bottom-line benefits.

Don't let these common myths prevent you from harnessing the power of a BPO.



## Myth #1: A BPO will want me to fire all my existing employees.

**Wrong!** A BPO lets you tap into a global workforce of highly skilled, ready-to-ramp employees, but that doesn't mean you'll need to lose existing workers. A good partner will seamlessly blend new, outsourced workers with your existing in-house ones to form one cohesive contact center operation.

Even better, a BPO has the expertise and proven solutions to improve employee experience for all workers, reducing attrition and bolstering employee satisfaction. It also brings career development expertise and the necessary training tools to upskill workers quickly and easily. The results? Employees are happier and more engaged, and you meet your business goals.



## Myth #2: Working with a BPO is too pricey. We can't afford it.

**Wrong!** Resources are tight in a brand's early days, so investments need to be strategic and drive ROI. While there are expenses associated with bringing in a BPO, the right partner typically uncovers significant cost savings elsewhere in the contact center to strike a fiscal balance.

A partner can help you save money on labor and operational expenses by taking a deep dive into your brand and identifying areas where automation, nearshoring, offshoring, back-office efficiencies, AI-enhanced tools, and other solutions can cut costs without sacrificing customer experience.

## The right BPO drives results

**4X**

FTE associate growth

**93%**

decrease in average hold time

**91%**

CSAT

**50%**

cost per contact savings

**33%**

decrease in call volume

Source: TTEC Agility clients



### Myth #3: Outsourced associates will deliver sub-par CX.

**Wrong!** A strong BPO will have hiring and onboarding procedures in place to ensure associates are highly skilled, familiar with your brand and customer base, and ready to hit the ground running.

It also will put the information associates need at their fingertips, with tools like AI-enhanced knowledgebases that facilitate better, faster interactions. An amazing customer experience is a BPO's top priority; a good one will use cutting-edge technology like accent neutralization and noise cancellation to make interactions as easy as possible (for customers and associates).



### Myth #4: A BPO won't mesh well with our company culture.

**Wrong!** Defining and maintaining your brand's identity is essential, especially in the early days. A good BPO serves as an extension of your brand. It takes the time to learn how your company works, explore your values and goals, and immerse itself in your customer journey and employee experience.

Nearshore employees can bring a particular benefit to brands. Since they're based in neighboring countries, they often share time zones and even cultural values with your customers and in-house employees, making the integration of outsourced workers even more seamless.



### Myth #5: Working with an outside partner is too much of a hassle.

**Wrong!** With so much on your plate already, coordinating the logistics of bringing in an outside partner may seem daunting. But a BPO can make your day-to-day operations in many ways.

A good partner should feel like a natural extension of your brand, not a disjointed add-on. The right BPO will make sure systems integrate cleanly and employees are all up to speed and on the same page (whether in-house or outsourced). It will also work with you to identify and eliminate roadblocks, silos, and inefficiencies – making your contact center more streamlined and cohesive.

## Deliver next-level CX with TTEC Agility

Are misguided preconceptions about BPOs preventing your contact center from reaching its full potential? Tap into 40+ years of customer experience expertise, proven solutions, cutting-edge technology, and a global workforce with TTEC Agility.

Our plug-and-play options eliminate guesswork, deploy quickly, and drive ROI so you can focus on what your company does best.

**Let's grow together. Talk to one of our CX experts today.**



### About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enhanced digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The company's TTEC Engage business delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The company's over 60,000 employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at [ttec.com](https://ttec.com).