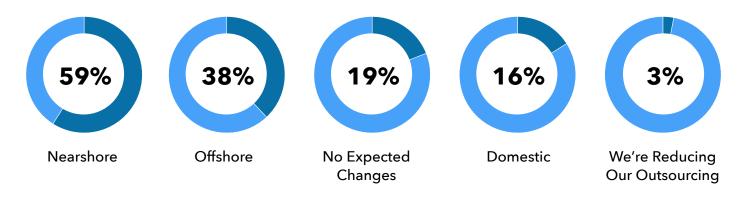


OUTSOURCING

THE FUTURE OF OUTSOURCING LOOKS BRIGHT

FOR BOTH NEARSHORE & OFFSHORE

To which geolocation(s) do you expect to shift more of your outsourced work in the future? (Select all that apply.)



In your experience, focusing on which area of your Outsourcing partnership(s) tends to result in the greatest return on your efforts?

Strengthening Leadership Relationships and Strategic Alignment Improving Agent Training and Coaching Updating Program Tools and Technology Improving Agent Engagement and Well-Being Improving Agent Recruiting and Hiring Processes and Requirements Streamlining Processes Cost Containment 38% 28% 6% 6% 6%

SUCCESS IS BUILT ON







ALIGNED STRATEGIES

IMPROVED AGENTS



WHERE OUTSOURCERS ARE MOST SUCCESSFUL

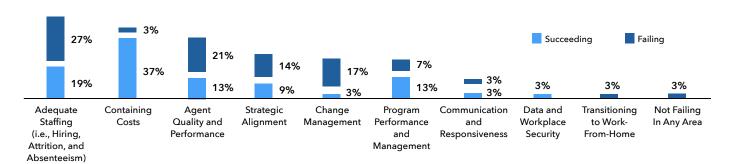
- Containing Costs
- Providing Adequate Staffing
- Improving Performance



WHERE OUTSOURCERS ARE MOST CHALLENGED

- Adequate Staffing
- Agent Quality
- Change Management
- Strategic Alignment

Generally speaking, in which area is your current Outsourcing provider(s) succeeding/failing in best meeting or exceeding your needs and expecations?



Methodology: The above results were gathered via email and social media invites, January 27-February 21, 2023. A total of 33 customer experience leaders participated in the surveying. The intent of the Pulse Survey data is to provide CX insight snapshots into various CX-related topics. This Pulse Survey research will be conducted and published on a periodic basis, driven by emerging interest in various topics within the Execs In The Know community. For more CX research, visit our website at execsintheknow.com/research.

