

How to Achieve Quality Customer Support at Scale



Presented By:

THE  **FUNCTIONARY**

From IT services to telehealth and SaaS, fast-growing companies face one similar problem:

Continuing to deliver top-notch customer service. Customer satisfaction translates directly to customer retention. And, offering stellar customer service and support at this critical stage of your business can help you stand out from your competition and fuel further growth.



The Challenge

As more customer requests come in, your company needs to maintain a fast rate of response and offer helpful solutions to your customers. When your customer support representatives start to see incoming customer requests simply as tickets to resolve rather than as real people to help — that’s the moment when you know you’re headed in the wrong direction.

To make sure your customer support teams don’t get overloaded by an increasing volume of requests, those teams need to be sufficiently staffed. But there’s the key challenge: customer service can be expensive. Companies must find a way to lower customer service costs while both maintaining quality and increasing efficiency.



A Strategic Solution: Nearshore Staff Augmentation

Previously, companies were limited to outsourcing overseas, which presented too many hurdles and risks to make it worth pursuing, from language barriers to privacy concerns. However, as outsourcing options have evolved to include nearshore outsourcing, companies now have a viable alternative to scale their teams while maintaining quality control and gaining the workforce multiplier these additional staff provide. Nearshore staff augmentation offers benefits traditional outsourcing cannot.

What Is Nearshore Staff Augmentation?

Rather than outsourcing to a company overseas through offshore outsourcing, nearshore staff augmentation means the company you hire and the staff they provide work in a nearby country. For the U.S., those adjacent countries often include Latin American countries like Mexico, Costa Rica, and Colombia.

Nearshore staff augmentation allows businesses to build dedicated teams or add supplemental staff without the hurdles of recruiting or infrastructure investment. Staff augmentation also presents a compelling solution that frees you from the concerns typically associated with outsourcing.

The Common Concerns of Staff Augmentation

The idea of outsourcing is often met with two key apprehensions:

1 Will these employees really feel like part of my team?

2 Will they bring the same level of quality and productivity without my physical oversight?

One key benefit of nearshore staff augmentation is tight integration of your remote or “outsourced” team with your in-house team in terms of direct communication and shared goals. In fact, many of those employees often feel like they work more for the company they’re contracting for (i.e., your company) than the company they contract through, and that translates directly to strong employee engagement.



The Benefits of Nearshore Staff Augmentation

In addition to offering the most affordable way to scale your business, the opportunity of nearshore outsourcing includes the following benefits:



Representatives with strong English skills

In Latin America, many schools and universities teach English as a core requirement. Nearshore agents not only speak the language well but also understand nuances of verbal and written communication. Additionally, they often offer bilingual and multilingual support, which can lead to significant cost savings for a business.



Locations in U.S. time zones

From scheduling team meetings to staff availability during peak times of customer demand, being in a similar (if not the same) time zone simplifies everything.



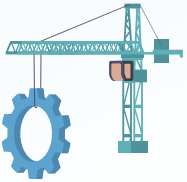
Cultural fluency

Citizens in Mexico and Latin America have more exposure to U.S. culture, which means easier integration with your team and improved interactions with your customers.



Cost savings

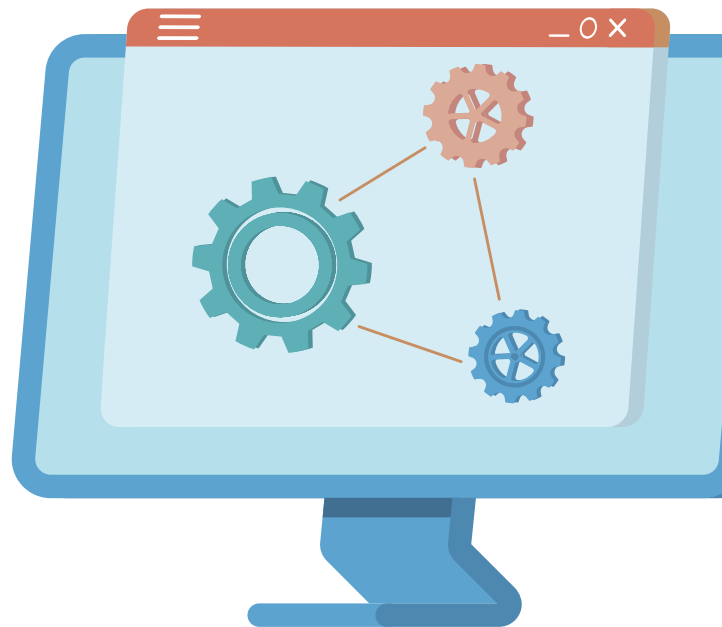
Companies face the pressure of higher hourly rates for U.S.-based customer support. Employing staff from nearshore countries means you gain high-quality team members while reducing operational costs.



Reliable infrastructure

The hubs for nearshore staff augmentation have strong infrastructure for internet and electricity, so you don't have to worry about unexpected down time.

Whether supplementing your customer support teams or shifting entirely to an outsourced model, nearshore staff augmentation can help your business deliver on rising customer expectations, reduce operational costs, and gain an advantage over competitors.



Types of Nearshore Staff Augmentation

There's no one size-fits-all solution when it comes to meeting your staffing needs, and nearshore staff augmentation offers four main approaches to help supplement your workforce. While "staff augmentation" is an umbrella term for nearshore outsourcing, it's also a specific type of offering under that umbrella.



Staff Augmentation

How it Works:

Agents function as part of your team directly, which allows for close alignment and a true team feel. Payroll and other staffing tasks are provided by the business services vendor.



Dedicated Support

How it Works:

Agents work solely on your business and act as a direct extension of your team on a contract basis.



Shared Support

How it Works:

Agents respond to customer service/support for multiple clients but are equally trained on all companies they represent.



Hybrid Support

How it Works:

Agents provide additional support outside of your in-house customer service team's daytime business hours.

How Staff Augmentation Delivers on Customer Service

This smart approach to staffing can lead to four specific benefits for businesses:

- 1 Increasing customer satisfaction**
- 2 Establishing a strong reputation**
- 3 Retaining customers**
- 4 Improving your NPS score**

For companies that are growing fast and want strategic and economical ways to offer the best customer experience, nearshore staff augmentation may be an ideal solution. Services from nearshore staff augmentation companies can address an array of needs including helpdesk services, contact center staffing, back office professional services, IT support, and more.



The Functionary is a business solutions provider that offers consulting and inventive ways to solve your most pressing business challenges.
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