



BUILD YOUR BRAND BY OUTSOURCING CUSTOMER CARE



The importance of brand building cannot be overstated, especially in the digital age we live and do business in. With customers having more direct access to your organization than ever before, you want to create a unique and positive impression through every channel. In addition to that, customers are expecting a more personal touch. Brand building is also about building relationships.

You want your business to have its own unique identity and clearly communicate a set of values. You want to engage and align with your customers in a professional manner, yet still introduce some familiarity into your dealings to create a special connection. Securing brand loyalty ensures a sustainable future for your business.

That being said, without building a strong brand your customers will have a hard time trusting you. You'll risk losing them to competitors who've invested in cultivating a better brand identity.

Establishing an excellent standard of customer care is pivotal to building your brand. Think of this: In the

same way customers have a more direct line to your business, they also have immediate access to what others think of your business. In a few quick clicks, a potential customer can scour Yelp reviews and Google reviews, check your organization's rating on Facebook, browse your Twitter engagement, and more. Poor customer service and a lack of engagement cannot be swept under the rug. Unresponsiveness and negative customer reviews can severely impact your reputation—and your brand identity.

Running a successful business is complicated, no matter the size. There are many moving parts. It's common for managers and team members alike to wear multiple hats. But no single person can maintain all aspects of your business, and it can be a mistake to attempt to manage everything in-house. If an essential part of your business like customer care is falling by the wayside, it's time to consider outsourcing. The fate of your brand reputation depends on it.

Here are some ways outsourcing customer care and building a successful brand go hand in hand.





1

BRAND BUILDING

CREATE CONSISTENCY

Stability, consistency, and reliability are traits customers truly value. However, don't mistake consistency for stagnation or a lack of growth. The most successful brands are consistently innovative or consistently adaptable, for example.

Think about big brands and their ubiquitous logos: McDonald's golden arches or Nike's swoosh. They are immediately recognizable and have astounding top-of-mind awareness. Yet branding goes way beyond the singular power of a logo. What's truly solidified these giants at the top of the food chain is their superior and consistent level of customer service, customer engagement, and adaptability.

OUTSOURCING SOLUTION: 24/7 CARE

If you want to build a successful brand, you must offer consistent, reliable support. Customers don't expect you to be there only some of the time—they expect round-the-clock care. With the rise of globalization, mobile technology, and the diminishing 9-to-5 schedule, customers increasingly rely on customer care outside of traditional business hours.

Outsourcing customer care will allow you to tap into the resources of an experienced provider with staff already equipped to provide high-caliber support at any time that's convenient for your customers. Your business will be unrestricted by time zones and can tap into a more global market. Additionally, your brand will benefit from the consistency and reliability of your customer support.



2

BRAND BUILDING

KNOW YOUR CUSTOMER

How will you build a lucrative brand with sustainability and longevity if you don't know what your customers want? Approximations simply will not do when it comes to retaining current customers and attracting new ones. The tides can turn rather quickly if you're not following the right compass.

You need to metabolize customer feedback. You need to know about current trends, what your customers are responding to, and what they've had enough of. Due to innovations in technology, there is a vast amount of data available for analysis today—if you're leveraging the right tools.

OUTSOURCING SOLUTION: INNOVATIVE TOOLS

Listening to customer feedback is one thing. But 21st-century customers don't simply pick up the phone and give your business a call. They're more likely to post reviews online and interact with brands on social media to air their grievances or offer suggestions. Customers frequently reach out to brands via email, text message, video chat, and more.

Outsourcing customer care can give you access to innovative tools, technologies, and additional manpower you don't already have in-house. Modern call centers are equipped with up-to-date technologies that will allow you to communicate with your customers using their preferred methods.

The more you engage, the better the relationships you'll build with your customers. You'll understand their needs effortlessly.

3

BRAND BUILDING

ADD A PERSONAL TOUCH

Customers want to interact with a brand that exudes authenticity. Authenticity is established through professional, consistent communication. Customers want to be acknowledged as people, not treated like just another number.

Who wants to be another cog in the machine, simply part of a homogenous mass of consumers? No one. Customers can sniff out scripted conversations and stiff robotic interactions a mile away. The warmth, personality, and empathy of genuine interactions cannot be matched. Therefore, businesses that deliver superior customer support will add a personal touch.

OUTSOURCING SOLUTION: ELEVATED INTERACTIONS

Every conversation with your customers can help you build a better brand if you elevate your interactions. If your customers wanted a one-size-fits-all response, they'd consult a FAQ page on your website. You want to rise above their expectations, while establishing loyalty and trust, from one human to another.

Outsourcing customer care can help your business ensure no interaction ever comes off as rushed or robotic, and no query ever slips through the cracks. Outsourced service providers will partner with your business to ensure their representatives are aware of your brand identity and future goals. That covers products, services, mandates, core values, and more.

Working to ensure your customers' satisfaction through consistently thoughtful, positive interactions can lock down your brand. Not having the in-house resources to dedicate 100 percent of your energy to customer care is no longer a valid excuse when you could outsource.

The longevity of your brand depends on it.



PARTNER WITH BILL GOSLING OUTSOURCING

Founded in 1955 in Toronto, Ontario, Canada, as a traditional accounts receivable management company, Bill Gosling Outsourcing has become so much more. We've expanded into the United Kingdom, the United States, and the Philippines, now operating eight offices worldwide.

Our mission is to develop customer communication solutions for every part of the customer lifecycle, from start to end. With over 60 years of experience, we've learned that what matters most is how your brand gets where it needs to be.

We have the technology and resources to help your business provide better customer service. Let's work together to create your brand's strategy for providing great customer communication experiences.

LEARN MORE



📍 16635 Yonge Street, Suite 26
Newmarket, Ontario
L3X 1V6
Canada
☎ +1 844-200-2467
✉ FurtherTogether@BillGosling.com