



HOW OUTSOURCING  
CUSTOMER CARE  
**WILL ENHANCE  
YOUR CUSTOMER  
EXPERIENCE**






You know Murphy's Law, right? Anything that can go wrong will go wrong. There's no doubt your customers are familiar with this adage, no matter how incredible your business and services are. Everyone has found themselves in a situation beyond their control at one point or another. It can be an extremely vulnerable and frustrating experience for your customers.

Things will go wrong—that's inevitable. What is within your control is how you facilitate the resolution of the problem and what kind of experience your customer ultimately

walks away with. Murphy's Law is no match for businesses that implement an excellent customer care solution.

That solution is not always in-house. You want your customers to feel confident they'll receive outstanding care, especially when they're experiencing an unpleasant or unplanned issue. You will build brand loyalty by offering not just a service, but also a sense of security and well-being. Yet the simple truth is sometimes a business cannot allocate sufficient time or resources to combat Murphy's Law if they're trying to keep customer care in-house.

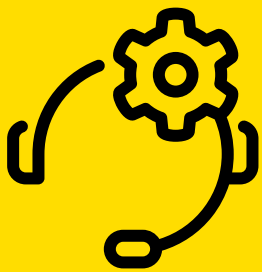


ANYTHING THAT CAN GO WRONG  
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# STOP PUTTING OUT FIRES

You want to remain competitive by focusing on growth and development, but are you prepared to manage the potentially [damaging growing pains](#) that come with expanding your business? It's a conundrum: Businesses can't afford to spend the majority of their time putting out fires, and customers shouldn't get the impression they're merely a fire to be put out, either.

Outsourcing customer care is a comprehensive solution for your business and your customers. Contrary to popular belief, outsourcing is not an all-or-nothing type of situation. It's a flexible option that can be tailored to your unique business needs. A vast variety of companies in different industries and sectors elevate their brands and create loyal customer bases by leveraging the power of outsourcing customer care.



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Here are two examples of industries that commonly outsource customer care.



Anyone familiar with a [Canadian winter](#) knows the peace of mind that comes with roadside assistance. However, Mother Nature can always throw an unpredictable situation your way no matter the season, and other drivers are just as mercurial.

Outsourcing customer care for roadside assistance provides your business with the infrastructure to provide support 24/7, 365 days a year. Along with delivering consistently incredible support whenever your customers need it, outsourcing will also provide staffing scalability depending on your business' current needs. An expertly trained team will be compassionate and human, offering customers that personal touch that takes customer care to the next level.

Many top financial institutions leverage the power of outsourced customer care solutions. Specially trained outsourcing partners have mastered core competencies such as customer verification, educational support, and various forms of technical support related to specific online banking and mobile applications.

It's essential to partner with an outsourcing partner that provides expert knowledge along with customer services skills to elevate each and every interaction, no matter the industry.

Besides roadside assistance and financial industries, talented customer care outsourcing partners can serve nearly any industry.

**Why?** Because of the [scalability and flexibility of outsourced support](#), and your partner's dedication to understanding your business' brand identity, unique goals, and communication strategy.

# SUPPORT CUSTOMERS ON THEIR OWN TERMS

Customers will not only look to your business for guidance during difficult situations. Increasingly, mobile- and tech-savvy customers will expect to receive support using their own preferred tech platforms. They want it their way, or they'll quickly move on. The good news is outsourcing customer care can help your business deliver excellent support without investing in entirely new infrastructure.

While Murphy's Law hasn't changed, customer care has grown and evolved a lot over the years and it shows no signs of stagnating. Your customers likely use their smartphones for just about everything except making actual phone calls. Imagine how limiting it can be to only offer telephone service in the 21st century. It can reflect negatively on your business, your brand, and the kind of customer experience you deliver.



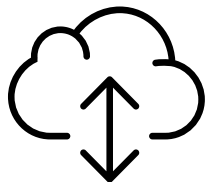
There are new methods of communication that your customers prefer, such as social media, text messaging, and email, in addition to trustworthy phone service. When your business is able to connect on a level your customers enjoy and value, great things can happen.

Partner with an outsourcer that will create a unique game plan based on your customers' needs and preferences. Understanding your customer base will make it easier to determine whether they will benefit more from online chat over email, 24/7 text messaging over 9–5 phone support, or something in between that's tailor-made exclusively for your business.

# THE CLOUD & NEW TECHNOLOGIES

Smartphones and social media are not the only customer care advancements that will elevate your business in the 21st century. You already know that communication channels are changing. [But are you on board with cloud computing?](#)

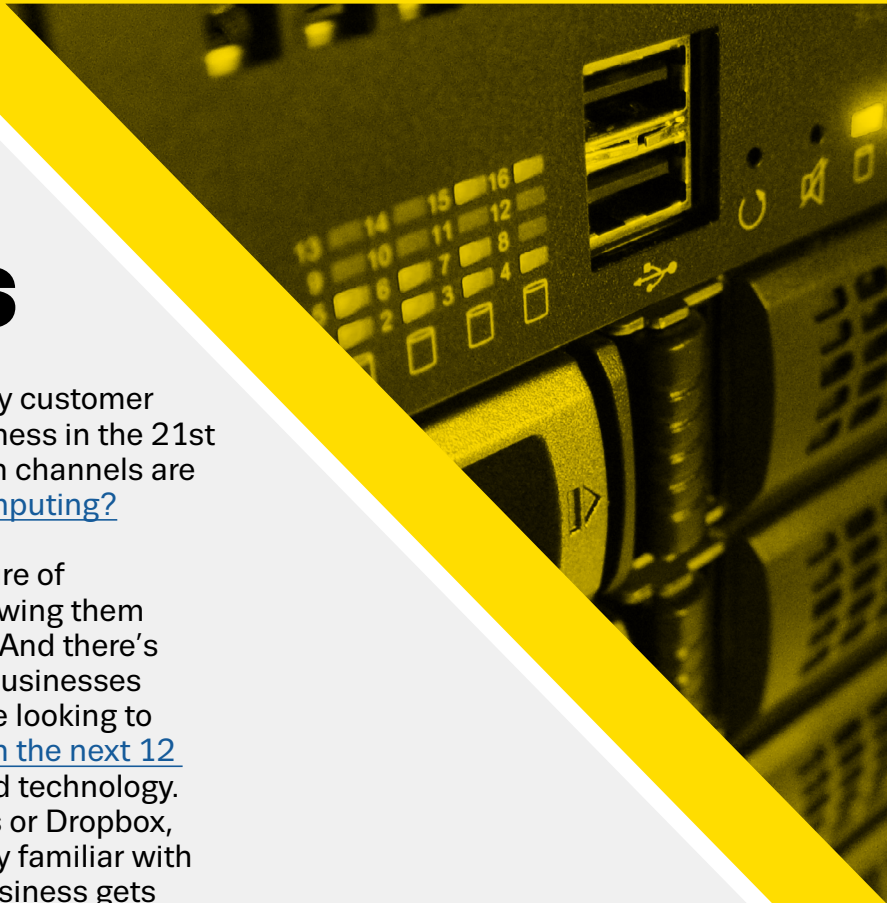
Cloud computing is already a permanent feature of everyday operations for many businesses, allowing them to deliver superior support to their customers. And there's no slowing down. A staggering 70 percent of businesses that already use cloud computing solutions are looking to [shift additional applications to the cloud within the next 12 months](#). Your competition is familiar with cloud technology. If your customers have ever used Google Docs or Dropbox, or backed up a device to iCloud, they're already familiar with a version of cloud technology. It's time your business gets familiar with it, too.



Shifting to cloud technology allows businesses to offer next-level customer care by bringing various services under one heading, greatly streamlining business operations for a regular fee. Say goodbye to your old processes that felt fragmented, costly, and unproductive, negatively affecting your customer interactions.

Outsourcing customer care can help your business gain access to cloud storage and cloud-based infrastructure and applications. It will be significantly easier for your business to successfully operate multiple locations by remaining in sync, having access to the same essential information, and using the same data.

There's no doubt about it: The cloud will help you deliver outstanding and consistent customer care.





# BUILD YOUR BRAND

Customers want to invest in a brand they know and trust. The truth is a successful brand identity is more than a logo or slogan. It's a personality, a series of consistent priorities, and a set of values. By outsourcing, you can make top-quality customer care part of your brand identity. Customers will associate your business with a superior customer experience—a winning differentiator from the competition.

Aligning customer care with your brand will increase loyalty and help attract and retain customers. When your business outsources customer care, you can collaborate on creating the perfect strategy for ensuring customer satisfaction. Your brand identity and values will not simply be described on your website—they will be part of your day-to-day interactions with customers on all levels.

Additionally, in our interconnected and plugged-in world, you must protect your brand reputation fiercely. In the digital age, customer ratings, reviews, referrals, and word of mouth are more influential than ever before. For example, nearly [90 percent of customers search online for a review before purchasing a product](#). If a prospective customer is thinking of partnering with your business or using your services, all it will take is a quick Google search to get a sense of your reputation for customer care. If you haven't been delivering exceptional customer service and there are negative or neutral reviews online, you can easily lose a significant amount of business.



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Whether it's online, through a contact center, in a store, or across various offices or branches, your brand mandate must be consistent, valuable, measurable, and unified.

That's the power of implementing the right customer care strategy through outsourcing.

# ELEVATE CUSTOMER CARE 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



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