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Contact Center BPO: 8 Proven Success Strategies to Thrive in a Competitive Environment

The contact center business process outsourcing (BPO) market is poised to grow at a CAGR of 3.4% between 2022 and 2029[1]. Contact center BPO has been one of the big success stories of recent years, with the pandemic providing a major boost to the sector. More and more companies are looking to outsource their contact center operation in order to focus on their core business. This is great news for BPOs, but the market is extremely competitive and BPOs have to overcome challenges that don't affect in-house centers. How can BPOs tap into this expected growth and stay one step ahead of their competitors? We have identified eight proven strategies to help you thrive.

Ruthlessly control costs
• Margins are tight. Staffing accounts for **60 to 80%** of operating costs[2]
• WFM typically increases staffing efficiency by **10-20%**[3]
• Optimize agent schedules to minimize over-staffing and under-staffing

Keep a laser focus on the SLA
• Underperforming on SLA triggers penalty payments. Overperforming eats profits
• Constantly monitor and manage your **KPIs**
• Have great **real-time management** tools and a *plan* to react

Obsessively manage supply & demand
• Client forecasts are often **inaccurate**. Clients frequently make last-minute changes
• **Don't depend on forecasts from the client**. Don't accept changes at short notice
• Generate your own forecast, quickly and easily. Negotiate a **lock period** for changes

Align costs with revenues
• Client contracts come and go. Business is **volatile**
• Avoid **fixed costs**
• **Flexible** employment contracts. **Pay-per-use** technology

Be agile
• BPO success in not about survival of the fittest, it's about survival of the most **adaptable**
• Be prepared to **scale** up and down **quickly**
• Select **tech partners** who are equally agile. **Integrations** must be plug-and-play

Control staff turnover
• Your agents are your most **valuable resource**. Hiring and retaining top performers is harder than ever[4]
• Engage and empower **your agents**
• Put agent wellness front and center. Set consistent **occupancy** goals. Engage agents in the planning process with **self-service** tools

55% employers find retaining staff more difficult than pre-pandemic[5]

Automate as much as possible
• Running a contact center can be **labor-intensive**
• **Eliminate** manual effort as much as possible. Up to **8-fold reduction in effort**[6]
• 'Bots'. Speech analytics. AI forecasting. Auto schedule optimization. API for **client reporting**

Conversational AI Will Reduce Contact Center Agent Labor Costs by $80 Billion in 2026[7]

Choose the right WFM application
• **Failure isn't an option** for BPOs. Powerful **WFM** isn't a luxury, it's a **must-have**
• Choose a WFM application that's made for **BPOs**
• Successful BPOs look for **12 things** in a WFM application: Pay-per-use pricing, instant scalability.

📖 eBook

Want to find out more?
Download the ebook **Contact Center BPO: 8 Proven Success Strategies to Thrive in a Competitive Environment** for detailed information on all the eight strategies.

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Sources
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2 SWPP
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4 Call Centre Helper
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6 Peopleware customer Jet2
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