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# Customer Service Trumps Price in Outsourcing Partner Selection

The choice to outsource business processes or customer service operations is often motivated by financial factors, but companies that choose partners based solely on price could encounter unfortunate consequences down the line.

Although outsourcing can reduce operational expenses, its value will be greatly diminished if it yields a new wave of customer relationship management issues. According to the Forrester Customer Experience Index 2011, contact centers have room for improvement. Wireless, internet, and television providers - all segments that typically outsource telecommunications - ranked near the bottom of the customer satisfaction index.

This dissatisfaction may come at a significant cost. According to an American Express study, seven out of 10 Americans surveyed are willing to spend an average of 13 percent more on companies that provide excellent customer service.

Inadequate CRM strategies translate to customer loyalty - and dollars - left on the table. When choosing an outsourcing partner, companies must keep customer service top of mind. Aligning practices with client demands and consistently delivering positive experiences are key to long-term business health.

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