



HOW TO CHOOSE THE RIGHT

E-Commerce CX Partner



The decision to work with a customer services partner is a big one, and certainly should not be taken lightly by e-commerce operators.

However, given the operational and cost challenges of running their own contact centers, working with an outsourcer is a route that many e-tailers are finding makes a great deal of commercial sense. Not only does this route free up budgetary resources, but it also provides the e-commerce player with access to some of the best processes, agent talent, and technology capabilities needed to drive consumer loyalty.

This cannot come at a more apt time. Some estimates of e-commerce global revenues for 2021 surpass \$4bn USD. Companies in this space

must adapt to consumer support needs in a way that does not sacrifice interaction quality.

Once the choice has been made to work with an outsourcer, a series of additional decisions are required. Picking the right CX partner is imperative. Outsourcers must respond to the needs of the e-commerce client and their end-users. There are numerous moving parts in such a consideration. Still, based on fundamental considerations, this selection need not be overwhelming. Some of the most important factors include:



Industry expertise – probably the most important consideration for an e-tailer selecting an outsourcer is what experience prospective partners have in servicing the e-commerce sector. This is especially crucial given the relative newness of e-commerce as a vertical market, as well as how it continues to rapidly evolve. Therefore, it makes sense to choose an outsourcer that has successfully managed e-commerce engagements. A CX services partner that already understands the nuances of this dynamic vertical means a higher

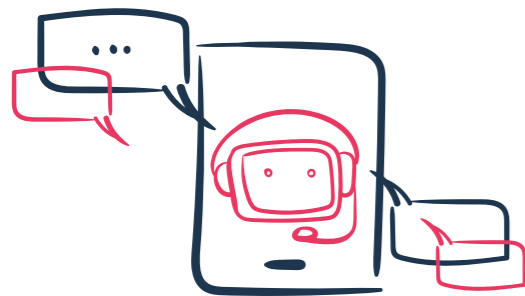


degree of confidence when servicing voice and digital interactions. BPOs that have not supported e-commerce clients may be cheaper, but there will always be uncertainty around their lack of sector-specific experience.



Technology capabilities –

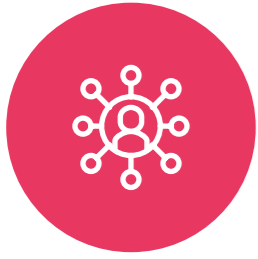
e-commerce is one of the most tech-driven industries in the modern economy. Consumers purchasing goods and services on the Internet are tech-savvy—for e-tailers, this creates pressure to ensure a strong CX technology backbone. Thus, e-commerce players need to consider what an outsourcing partner can bring to the table across a number of facets.



- + A CX partner needs to have robust analytics capabilities to effectively aid an e-tailer in knowing what its customers are buying or are planning to buy, and thus to position offerings optimally. Key analytics offerings that an e-tailer should expect from an outsourcer range from data collection to personalization.
- + Then, there are channel capabilities; e-commerce customers are more focused than ever on using a variety of voice and non-voice mediums. Therefore, an outsourcing partner must have the right channels in place to support the maximum number of interactions.



- + Knowledge management is another key technology factor for e-commerce players looking for an outsourcer. Success for e-tailers often revolves around the ability to better position relevant offerings to end-users. Without these solutions in place, even the best outsourcer will struggle to deliver results.
- + AI-driven automation should also be considered. Intelligent automated solutions are rapidly gaining traction as an accepted manner of delivering basic customer support. E-commerce players should look for a CX provider that not only has this technology in place, but that can manage it in a consumer-friendly manner on their behalf. When deployed properly, AI-enabled solutions can help the e-commerce client reduce costs and drive better end-user satisfaction.



Delivery model offerings –

E-commerce retailers are driven by the need for business continuity. As a result, working with an outsourcer that houses capacity in one location, or uses a single business model, simply will not work. Instead, discerning e-tailers are most likely to work with a CX partner that can deliver services in a diversified, balanced manner. Taking this into account, e-commerce players looking for an outsourcer need to carefully examine the extent to which prospective partners leverage not only

in-center agents but also agents who work remotely. Having agents distributed across both models means maximum redundancy. It also helps recruit the best talent possible and insulates operations against service disruptions. Another layer of business continuity comes from ensuring points of delivery onshore, offshore and in the nearshore, relative to the e-commerce client's base of consumers. A single or small number of geographic sites is a recipe for risk, one that e-tailers need to avoid.



Track record of CX success – a final, but very important factor that any e-commerce prospect should be looking at when picking an outsourcer is that prospective partner's legacy of driving the best possible results for its clients. Quality and value are fundamental tenets for e-tailers. Consequently, choosing a CX services player that has proven itself as a strong and trusted partner is vital. Thus, when developing a shortlist of potential service providers, e-commerce clients should expect no less than well-defined



case studies and references that demonstrate the outsourcer's proven capability of exceeding customer management expectations.

No one ever said that delivering the best customer interactions would be easy for e-commerce providers.



But with the assistance of an outsourcer, it can be significantly less cumbersome than doing it all in-house. To make the most out of a relationship with a CX partner, picking the right outsourcer needs to be the top priority.

This is why e-tail executives need to focus on quality commitment, experience, and technology capabilities. Furthermore, a well-rounded set of delivery alternatives and a record of success count when choosing an outsourcer. E-commerce is set to continue growing for the foreseeable future.



Now is the time for providers in this space to take the chance on experienced partners with a robust delivery platform and strong ability to summon agents both on-site and working from home.



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