

### **Outsourcer Fee Arrangements.**

When negotiating a contract with an outsourcer, one of the considerations is the fee arrangement. You will want the payment to fairly compensate the outsourcer for their work, but also incent them to be as efficient as possible. If the outsourcer is paid based on the number of contacts handled or the total minutes of handling time, they are incented to maximize the volume and/or AHT. For example, the outsourcer representative may tell the caller “try this and call me back”. This does not contribute to first contact resolution or customer satisfaction. A better option would be to connect the payment to a reward for successfully completing the customer’s request. Some penalty might be attached to identification that a customer has called back within a given time frame (such as 48 hours). While measuring this accurately is more challenging than volume or AHT, it will encourage the best work on the part of the outsourcer representative.

### **Outsourcer Co-Sourcing.**

When developing a plan to include an outsourcer in handling contacts, consider the option to share the workload between the company and the outsourcer rather than handing off all contact handling. This might include an arrangement to have the outsourcer receive a percentage of calls on an ongoing basis or during peak periods. Perhaps the outsourcer will handle calls during the overnight or weekend period to minimize company staffing expense, or the arrangement might redirect contacts of a specific type such as emails or chats. By having some contacts handled in-house and some outsourced, the company can keep its finger on the pulse of the customer while gaining some of the benefits of outsourcing.