

2021: The Dawn of Flexshoring

Historian Yuval Harrari told Noema Magazine in June that the world is going to be “fluid and malleable”. As we draw near to the end of 2020, this remains true. Organizational resilience continues to be contingent on employing mindful risk mitigation strategies while retaining an entrepreneurial spirit.

When it comes to mitigating risk in the customer experience industry, diversification and long-term thinking are vital. Companies that partner with reliable partners that are both geographically distributed and remote workforce ready can eliminate the dangers of an unpredictable market, while optimizing for performance and cost.

More to the point, organizations combining multishore teams, in remote settings, gain the advantages of reputable outsourcing regions while offsetting the risk of over-reliance on any one of them.

At Everise, we call this strategy Flexshoring, as it provides the flexibility of blended work-at-home and centralized teams on a global scale. We explore the many benefits of Flexshoring and how organizations can incorporate it into their CX strategy for 2021.



The Advantages of Flexshoring

With the world in a state of virtualization for the foreseeable future, companies need to accept the reality that home-based CX is here to stay.

One of the most notable advantages of this new reality is the possibility of finding exceptional talent on a global scale. With Home Experience, agents are no longer tied to brick-and-mortar, resulting in an unprecedented expansion of the pool of available talent worldwide.

In the United States alone, Everise has grown from sourcing talent in five states to twenty-five states and growing over the past six months.

When merging teams from multiple locations and environments, companies not only reduce the risk of a single point of failure, but they also mitigate the risk of geopolitical changes, natural disasters, and the possibility of another global pandemic.

An additional advantage of this strategy is the ability to tap into solutions beyond customer support and leverage the unique skill sets found in different regions. The main takeaway here is that all of these benefits can help your business evolve and remain resilient while giving you the power to control performance.

Along with access to substantial volumes of potential employees, Flexshoring allows companies to scale up or down rapidly during cyclical hiring seasons, as well as bring in specialized talent for specific tasks, such as customer service delivery in multiple languages. There's also a sense of internal competition between regions, which builds a vibrant culture that boosts overall performance.

The benefits to flexshoring are not limited to the location of the agent – they also include the dynamic of enabling a flexible work schedule. The psychographics of a home-based agent are completely different when compared to a brick-and-mortar hire. A segment of which is very similar to that of the retail sector, preferring flexible work hours that enable them to care for others in the household or work a second job.



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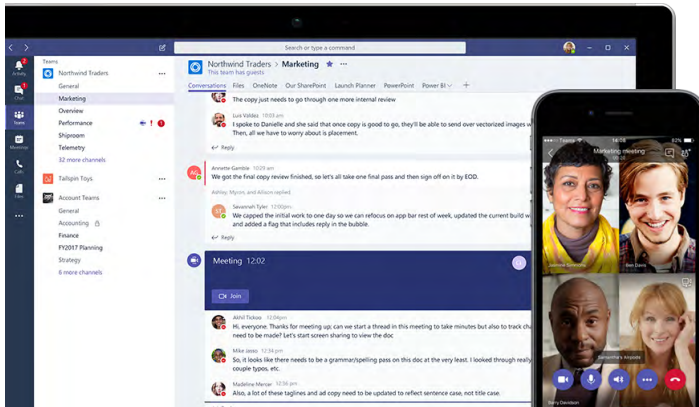
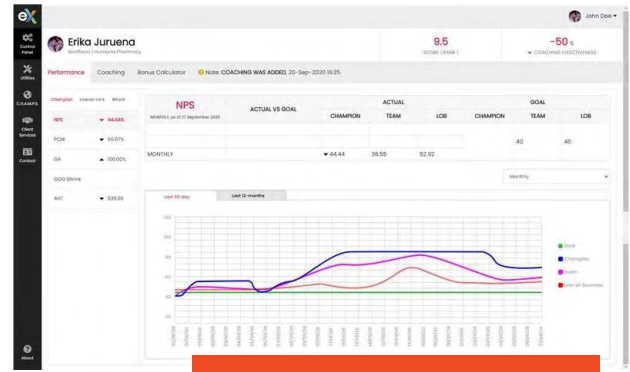
2021 will continue to be a fluid year for most businesses. The companies that have invested in agile home-based talent and technology globally will be the ones who transform their resilience into growth.”

Dave Palmer
Everise President



Technology and Culture Enable Flexibility at Scale

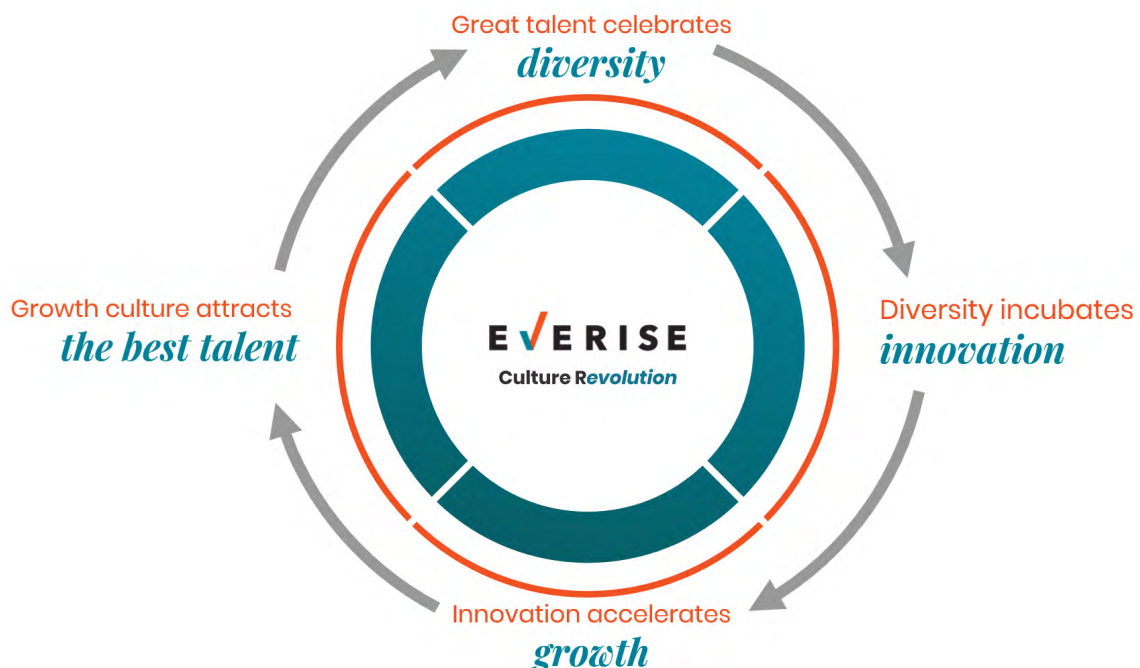
It's impossible to create a global experience delivery strategy without the right tools in place to facilitate communication, enhance service delivery, and enable agent monitoring. Furthermore, gathering intelligence and data on your global workforce can become a mammoth task if not handled correctly.



Brands require agile cloud contact center architecture that can easily manage and reroute volumes, as well as enabling root cause analysis to find and solve any issues in specific locations. When gathering intelligence in a Flexshore operation, companies need powerful business and agent intelligence platforms with analytic capabilities to optimally route volume and enhance coaching strategies.



Another challenge to overcome is how organizations create a culture of connectedness across multiple geographies and time zones. It's vital that your CX partner has a pervasive, borderless culture that connects disparate teams. Again, technology for communicating, training and engaging with global teams is vital.



But communication between teams is only part of the challenge, clients are an important part of this process. At Everise, we use a Matrix of Excellence approach to client servicing that ensures there's always a single point of contact regardless of where our teams are. The efficacy of our approach is evident from our last client engagement report.

Matrix of Excellence



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“[Our relationship] has translated into a partnership. They’re part of us. Communication is something that we maintain a constant cadence with. We’re in lockstep and share the same goals.” ”

VP of a leading online entertainment marketplace

Said in another way, Flexshoring is simply having the entrepreneurial spirit and technical ability to act quickly and smartly.

Digital transformation, culture and agility are things many businesses seems to talk about but relatively few have the ability to take action on. Everise has shown that a strong commitment to these principles and access to intelligent technologies can improve the customer experience while mitigating risk.

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Digital Transformation

EVERISE

CASE STUDY: Artificial intelligence powers vital CX evolution

Background

The client enjoys a strong legacy serving the people of the region in which it has operated for decades. One consequence of this long-standing connection is a customer base with a higher median age. This fact necessarily impacted the resulting approach to digital CX transformation.

In addition, shortly after the engagement launched, Covid-19 lockdowns began. Given the disproportionate impact of the virus on older populations and the essential nature of the client's business, support requests skyrocketed -- requiring the addition of smart, automated support technologies to keep up.

Lessons Learned

These days, digital transformation is something everybody seems to talk about but relatively few actually take action on. This was an exciting opportunity to work with a client laser-focused on smoothly evolving their monolithic set of support technologies to the forefront of the global support ecosystem.

We learned that when the client is committed to leveraging smart technologies to improve the customer experience, results akin to those documented here are inevitable.



CLIENT

Major, multi-state retail chain



CHALLENGE

To quickly build and implement interactive voice response (IVR) and smart chatbot support tools in order to keep up with surging support requests made primarily by an older demographic.



STRATEGY




Everise DX built a foundational, logic-driven knowledge base within the existing omnichannel support solution, designing natural language understanding-infused voice and text-based interfaces atop it.

These were scripted with language more typical of older demographics in mind, while the IVR's speech recognition logic was adjusted to account for the strong regional accent typical of large portions of the client's geographic footprint.



PERFORMANCE

Immediately after going into production, the Everise DX chatbot and IVR successfully diverted at least 50% of our partners incoming chat and call volume, greatly reducing pressure on existing teams and fluidly scaling to meet spikes in demand.

	BEFORE	AFTER	RESULT
Markets:	 onshore	onshore & nearshore	Reduced delivery costs
Channels:	 voice	voice & chat	Help customers on preferred channel
Intelligence:	 N/A	chat & voice AI	Converse with 500,000 customers monthly and fully automate 26% of contacts