

Ask these 4 Questions



Before selecting a BPO Partner

Choosing a BPO partner is a big decision for any company and should not be taken lightly.

When you outsource, you're inviting another team into your business processes. In a way, they become an extension of you. When selecting a BPO partner, it's your job to ensure the relationship works for both parties.

What is BPO?

Business Process Outsourcing (BPO) is the delegation of specific, intensive business process to an external provider. The business gives the external provider administrative and managerial access to those process based on guidelines and metrics outlined by the business.

Ask these 4 questions before choosing a BPO Partner:



How will you protect my brand?

Being an extension of your business means that your BPO provider will be a representation of your brand. For example, if you outsource to a contact center, each agent's individual connection to your customer has an impact. You need agents that provide friendly, branded messaging and world-class customer service. Their dedication to your brand should be as passionate as your own.



Will you help me run my business, my way?

When you bring in a BPO provider, you should have the opportunity to still run the program your way. While collaboration is great, you should still be able to call the shots about what you do and how you do it. The provider is there to help and manage, but not to dictate.



How can you impact my revenue?

Your BPO provider needs to be able to explain exactly how they'll impact your bottom line. This can be in the form of increased sales, customer recovery, or a lower cost of operations. Why outsource if it doesn't improve the bottom line? Choose a provider who can give you a thorough, actionable plan that makes sense for your business.



Will you scale with me?

BPO providers need to be able to scale with you. If your business fluctuates seasonally or experiences a sudden uptick, your provider needs to be capable of accommodating you, quickly and efficiently. If you regularly experience fluctuations, communicate this with the provider you're interested in. Make sure they have the tools and resources to increase and contract as necessary – and that it is included in their pricing.

Choose a BPO Partner you can trust!

Choosing a BPO partner comes with risk, especially if it's a provider with no BPO experience or proven success. Why play the guessing game when you can choose a renowned, trusted provider like AnswerNet BPO?

With 31 contact centers across the U.S. and Canada and a remarkable 20+ years of service, AnswerNet's award-winning solutions and membership in the [Global BPO Alliance](#) guarantees us to be your number one outsourcing provider.

We are dedicated to providing modern solutions for modern businesses. Times are changing, and in a rapidly evolving world, you need a BPO provider that can catapult your business into the future.

To learn more, [visit our website](#) or contact:

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