

Insourcing is the New Outsourcing as Businesses Resume Control of Customer Service

The negative backlash of outsourcing customer service to overseas corporations has led many businesses to resume control over their customer base and communications by insourcing.

September 20, 2006 – As newsworthy as outsourcing became in the last decade, insourcing is becoming much more desirable as businesses discover the savings associated with overseas customer support is often not worth the diminished service quality. Many outsourcing proponents are trying to recover from a negative consumer opinion backlash resulting from outsourcing their **communications management** to vendors who rely on overseas operations.

Insourcing, or contracting in, is defined as the distribution of operations within a business to an internal but 'stand-alone' entity, such as a subcontractor, who specializes in that process.

As savvy consumers continue to recognize when companies engage in outsourcing their **answering service** and **call center** staff to overseas vendors, many businesses are turning to higher quality insourcing providers, such as AnswerConnect.com to maintain a higher level of communication.

“It’s pretty obvious when you call someone that they are not located in the U.S. and it’s really frustrating when you see the overall level of service diminishing so these companies can save a few bucks,” Carol Marchetti, 55, New York, explains. “If a company doesn’t value my business enough to give me the right level of **customer service**, then I won’t value their services either,” Marchetti concludes.

Marchetti, like many other consumers, is expressing her discontent with the growing outsourcing phenomenon. “Many of our clients feel their direct customer communication is too vital to lose control over by relying on vendors who outsource their operations to overseas contractors,” Michael Crites, AnswerConnect.com explains. “We find many businesses are realizing the priceless nature of effective communication and are beginning to demand that their customer contact vendors keep operations internal rather than outsourcing overseas,” Crites states.

Research has shown that the level of customer service quality is a primary consideration contributed to returning customers in the retail and service industry. Customer confidence and opinion of corporate identity have also been shown to decline when the knowledge of outsourcing is made public. With such great importance being placed on communication many industry observers were surprised by the growing trend of outsourced customer service and express no surprise over the backlash and subsequent emphasis on higher **quality insourcing**.

ABOUT ANSWER CONNECT

AnswerConnect is a full-service contact center located in the Pacific Northwest serving nationwide clientele. By investing in state-of-the-art technology and developing proprietary call center software solutions, we are able to offer a unique, and fully tailored solutions for businesses that wish to outsource their call management. By aggregating the potential costs of staffing, capital expenditures, and program development across our customer base, we are able to provide our customers with premiere service for a fraction of the cost of similar internal services.