

## CALL CENTER OFFSHORE OUTSOURCING - A CASE STUDY



*Flatworld transformed the sales process for a global software and services company based in the US. They were looking at expanding their India operations and Flatworld bagged the contract and delivered lucrative call center offshore outsourcing services.*

### The Customer

Our customer was a leading global software and services company based in Minneapolis and listed by NASDAQ.

Flatworld has done diverse call center offshore outsourcing work and cater to customers from all over the world. From Fortune 500 companies to individual entrepreneurs, from those who wish to establish a presence and create more channels for their business to those who require complex applications and more interactivity, we have rendered to them all.

### The Challenge

The customer, addressing mid market companies globally had successfully established a development center in Bangalore and was looking at expanding the scope of activities in India. They were interested in understanding how the developing IT enabled services industry in India could be leveraged. IT enabled services include Customer Relationship Management (CRM), Back Office Operations like, Accounting, Data Entry, Data Conversion, Finance & Accounting, HR Services, Transcription Services, Content Development, Animation, Engineering, Other Services including Remote Education and Market Research Services.

Flatworld was singled out as the best fit to undertake their call center offshore outsourcing.

### The Solution

Flatworld was awarded the contract for the customer's call center offshore outsourcing based on the solution it highlighted to drive the customers' sales process. Our solution included:

- + A team based in India, that had the required sales skills, communication skills and poise to open doors for the company's highly skilled product specialists to take the sales process to the next phase.
- + Design of a pilot program
- + A team of Flatworld's B2B specialists
- + Relevant training for two weeks to make the first level pitch

### The Result

The initial pilot program we designed for the call center offshore outsourcing service was an unqualified success. The customer then decided to extend our call center offshore outsourcing services to other business divisions and product categories.

After Flatworld's pilot, the initial market scope extended from the USA to cover the UK, Canada and Anglophone Africa. Extensions were not only in business divisions, products and market scope but also in budgets. The marked increase in productivity of the in-market sales team resulted in the extension of budgets as well.

### Customer Response

The customer remarked that the call center offshore outsourcing deal they got from Flatworld was extremely successful, as the results from the pilot paid for Flatworld's subsequent quarterly service fees!

The customer thought it was important to build a team rapport across customer and service provider. They made it mandatory for the in-market sales team to visit the development center in India and our sales support team and interact on a more personal level.

The customer also expressed that the company strategy to differentiate itself from competitors in terms of the quality of staff deployed in its initial customer facing interaction and solution development was a success.

Read this [Case Study on Call Center Services](#) offered by Flatworld to a leading global Call Center Operator.

[Outsource your call center needs to Flatworld now.](#)

Learn more about Flatworld's [Success Stories](#).