



BUILDING THE NEXT-GEN BPO

How BPOs can rise to new challenges and shifting market trends by harnessing the power of data, cloud and analytics

FROM COST-DRIVEN TO AGILITY-FOCUSED

In the contact centre industry, Business Process Outsourcing (BPO) providers have long been a way to offload functions, add scale, and reduce costs. But amid widespread economic uncertainty, changing consumer preferences, the rise of new channels, and the aftermath of the pandemic, the expectations of your clients are at an all-time-high.

Customer journeys are increasingly complex, crossing multiple channels and multiple areas of expertise. For the most lucrative clients, automation, AI and efficiency have become essential, not exceptional. Agents remain difficult to find, attract, engage and keep—let alone spin up onto new campaigns quickly and effectively. And measuring and reporting on value means turning complex data into simple, actionable intelligence—then going above and beyond to deliver insights your clients can't capture without you.

THE TECHNOLOGY TO WIN NEW BUSINESS — AND SUPPORT AGENTS

Solving the agility problem for your clients means maximising agility inside your BPO business, leveraging technology to get the best from your people and deliver measurable value.

In this guide, you'll learn how effective technology can help overcome the current challenges in your market and underpin shared success, both inside your BPO business and deployed to your clients. And you'll see why NICE's blend of technology, BPO expertise, and partnership can give your next bid the edge.

£414 billion
forecasted BPO
market size by 2030¹

#1 TRANSFORM TO MEET DIGITAL DEMAND

The world that BPO providers operate in is evolving, with increased demand for digital interactions that integrate seamlessly with voice. Your readiness to adapt to these changes has become critical to the success of your bids. For the most discerning clients, BPOs that can navigate voice, messaging, live chat and social media as part of their campaigns are rapidly becoming the preferred choice.

MAXIMISE YOUR MARKET AND WIN NEW BUSINESS

From **automation** that optimises agent performance to **omnichannel** support that creates cohesive customer journeys, technology helps BPOs respond to digital demand in a way that's flexible, scalable, and impactful.

With one platform, underpinned by AI and automation, BPOs can retain their agility with access to a broad, deep set of capabilities in a way that suits them. **Cloud contact centre and workforce management** enable BPOs to showcase advanced functionality as part of their bids—and only pay for them if they win the business and need to put in a campaign into practice.

CASE STUDY: DRIVING INTERNATIONAL GROWTH FOR WEBHELP

Global BPO Webhelp uses NICE CXone to drive its international growth, supporting multiple channels, skills, and languages. With CXone, Webhelp can support every client – and every one of their customers – with seamless, scalable experiences on every channel.

With our support, Webhelp can deliver a tailored approach for each and every bid, drawing on the right capabilities, for the right client, at an attractive price point. And that means more wins.

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#2 INCREASE YOUR **AGILITY** **AND SPEED**

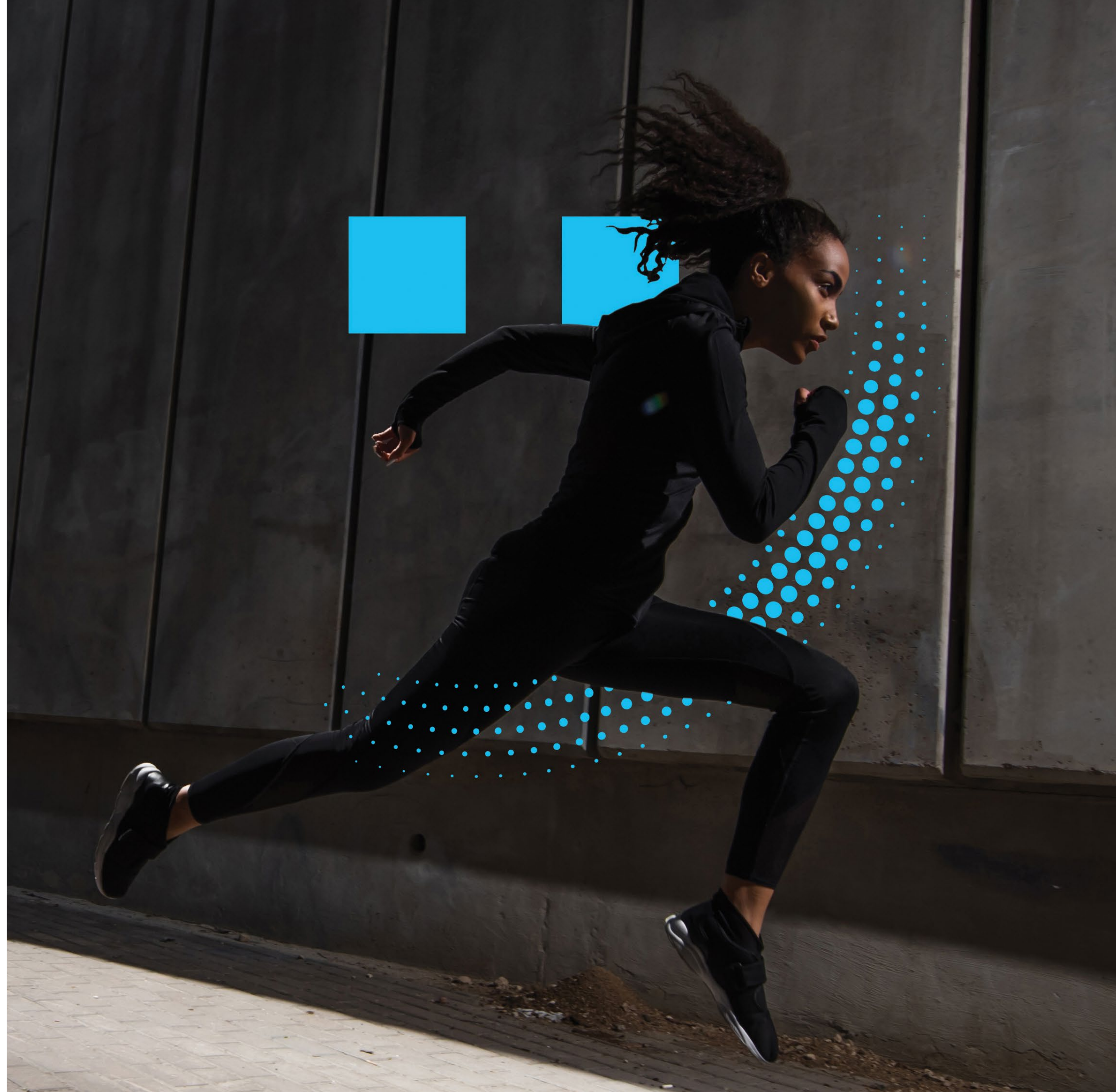
The BPO sector is highly competitive and, if clients don't get the agility, scalability, and quality they expect, they'll simply find another provider.

Every new campaign is your opportunity to demonstrate your responsiveness and value you provide. But bottlenecks like training agents and familiarising them to each new campaign create delays that leave clients frustrated—and your agents under pressure.

ACCELERATING TIME TO VALUE

Getting your agents up to speed on a new campaign doesn't have to mean a lot of manual handling. **Real-time interaction guidance** allows agents to start with minimal training, then learn as they work with guidance on how to handle interactions.

As a result, you can get campaigns started faster, start delivering value sooner, and adapt to change without taking frontline staff away from their duties.



#3 DEMONSTRATE MEASURABLE VALUE

For years, the value a BPO delivered was best measured through key contact centre metrics—but today's most important clients are looking for more. The most successful BPOs simplify and streamline their fundamental reporting, so they can focus on measuring what's most important and delivering even more value to their clients.

ENRICH YOUR OFFERING

With effective **quality management and monitoring**, you can make sense of complex data to report on how you're performing. As a result, you can show where the service you deliver exceeds what your clients could achieve in-house.

However, more BPOs are going further to create new kinds of value, capturing a wide range of data and using technology, AI and automation to analyse it with precision. With **sophisticated analytics** and reporting, you can surface the insights your clients need to know—from CSAT scores to known vulnerable customers. All strengthening your partnership and reducing your risk of client churn.



CASE STUDY: TRANSFORMING QUALITY MANAGEMENT FOR TELEPERFORMANCE

With a constant drive to improve agent performance and call quality, this leading BPO used NICE Quality Central to monitor interactions and key metrics including call silent time and AHT. Using these insights, Teleperformance achieved a 20-second reduction in AHT, 36% decrease in call transfers among agents, and a 2.2% improvement in CSAT scores.

[Read more](#)

#4 SUPPORT AND EMPOWER YOUR AGENTS

For every BPO provider, agent wellbeing is key. When your agents feel supported, equipped with everything they need, and engaged, everyone benefits.

Flexibility is vital. 47% of agents say flexible scheduling is a deciding factor in whether they remain in a contact centre role². If they don't, finding and onboarding new agents is a significant expense and a major risk to your operations. With **effective workforce management**, you can get ahead of demand to balance workloads, while giving agents flexibility that just isn't possible with manual spreadsheets.

Elsewhere, manual monitoring and reviews put a significant burden on your team leaders and supervisors—and it's easy for something to be missed. With **AI-driven quality management**, BPO leaders can significantly increase the number of interactions monitored. This is the foundation of quality experiences—you can't improve what you don't see.

Finally, BPO providers can go further to help agents feel confident and supported in the moment. **Real-time guidance** provides contextually relevant tips for agents, embedded in their desktop. As a result, agents can embark on interactions with a complete understanding of the best next actions and appropriate soft-skill behaviours.



CASE STUDY: HELPING ALTERAM MATURE ITS OPERATIONS

With NICE Workforce Management, South African BPO Alteram drastically shifted how it operates. Moving away from Excel to an automated, intuitive solution, Alteram unlocked a new level of maturity, with a deeper understanding of baseline costs and core profitability.

Now, the BPO is ready to add additional lines of business, win more bids, and continue to scale.

[Read more](#)



HOW **NICE** CAN HELP

As the market leader in cloud contact centre software, we help BPOs standardise, modernise, and maximise their flexibility—not just with best-of-breed solutions but also our constant support and partnership.

NICE has a strong track record in working with BPO providers and their clients. From true next-gen ACD to workforce management, we bring best-of-breed solutions together so you can deliver the digital, scheduling and analytical prowess your clients want.

Powered by NICE Enlighten AI, solutions including CXone, Workforce Engagement Management (WEM), Voice of the Customer (VoC), and Robotic Process Automation (RPA) deliver the digital, scheduling and analytical prowess it takes to go after clients with confidence. That's why we've been the Gartner leader in CCaaS for the last eight years.

■ AGILE

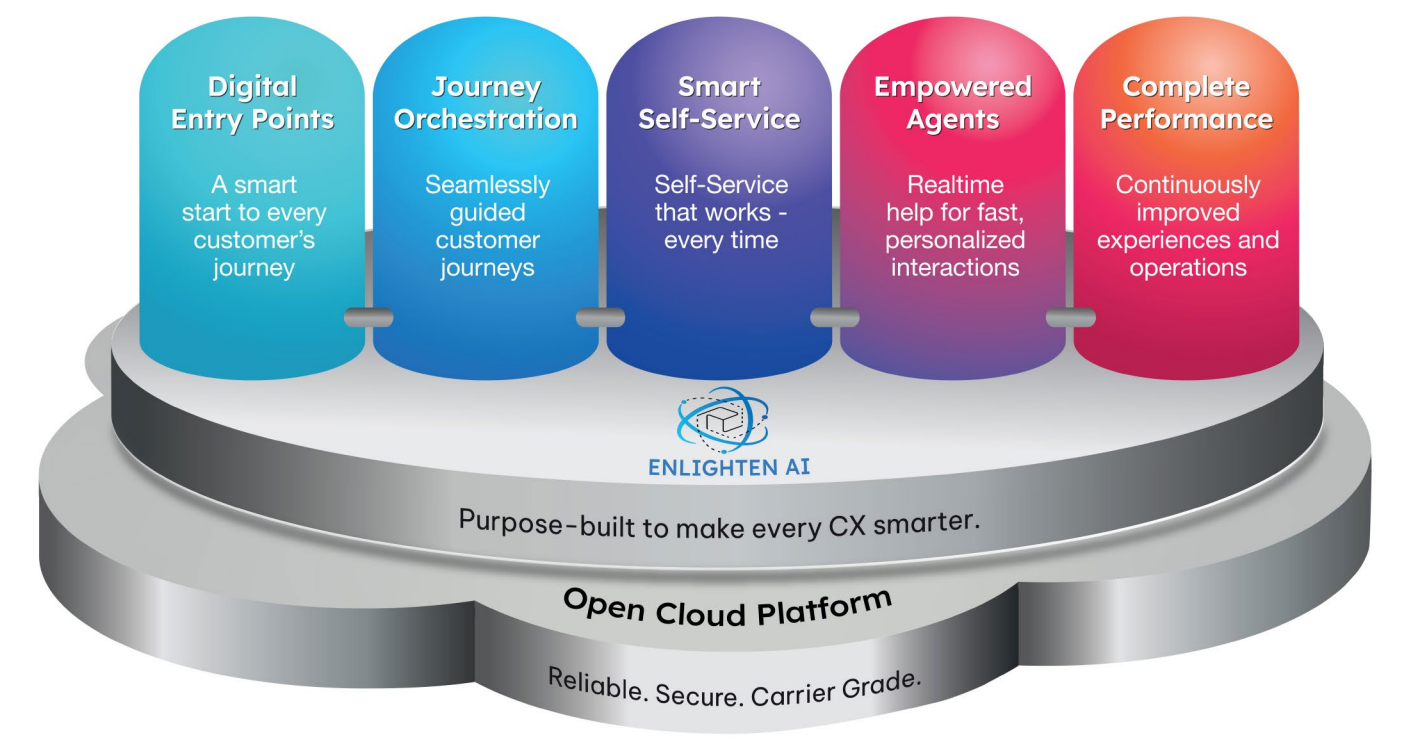
Make customer interaction more agile with digital-first routing in the cloud, capable of orchestrating even the most complex journeys across BPOs, in-house teams, and self-service.

■ ENGAGING

Empower your agents with flexible scheduling while driving new levels of accuracy for your forecasting, client reporting, and agent performance benchmarking.

■ SEAMLESS

Automate your barriers to performance – from smart assistance for your agents during interactions to seamless data sharing between your BPO and your clients.



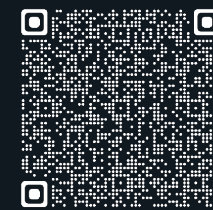


CONTACT US

Now it's time to find out how we can help you. Contact us to discuss how you can compete on customer experience and better serve your clients and agents.



GET IN TOUCH



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HEAR FROM THE EXPERTS