



INFORMATION

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Rhema Group report questions the effectiveness of conventional out-sourcing and off-shoring strategies

The need to improve levels of customer service and at the same time to cut customer service costs is an ongoing challenge for most large organisations, particularly if they have a global presence. Over the last ten years there has been an exponential increase in the use of out-sourced and often off-shored customer contact centres, but the reduction in costs has not always been accompanied by a rise in customer satisfaction.

Today conventional out-sourcing and off-shoring strategies are increasingly being questioned by organisations and some are even reversing previous decisions and are now in-sourcing and in-shoring in response to the loss of customers to competitors.

In 2006, spotting the start of new trends in delivering cost effective customer service activities, Rhema Group undertook an in-depth study of the market-place. Six months of research have resulted in the production of a comprehensive report running to in excess of 70,000 words detailing current and future trends.

The contents include findings and conclusions on:

- The use of leading edge technologies and infrastructures within best practice Customer Service Centres.
- The link of Customer Service Centres to E-Commerce portals.
- The developing role of the Customer Service Centre in the areas of Pro-Active Selling and Customer Relationship Management.
- The deployment of regional and global Customer Service Modules for optimum impact.

Rhema Group MD Jeremy Francis commented.

“The new era of ‘virtual’ customer service centres is fast approaching. No more will organisations be limited by geographical locations and cultural differences with today’s technologies capable of linking all involved in delivering customer service to a complete, shared view of the customer and their needs. It is now possible for organisations to take a real step change in their approach to delivering customer service – one that can truly deliver higher levels of customer satisfaction and a substantial reduction in costs at one and the same time.”

A summary of the report findings will be available in March from Rhema Group and copies can be ordered from lorraine@rhemagroup.com or telephone Lorraine Cribben on +44 (0) 1634 290805

Notes to Editors

The Rhema Group www.rhemagroup.com is a highly respected and well-established UK human resource development company which also operates globally. Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.

Focusing on Talent Development, Management Development, Performance Management, Customer Service and Selling Skills, Rhema provides on a 24/7 basis customised and blended solutions involving business consultancy, assessment/psychometrics, training, coaching, software and E-learning (via internet and client intranets).

Rhema Group includes a roster of talented and experienced UK consultants, and through 25 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia, Rhema delivers proprietary products and services globally in a variety of languages – in particular to multinationals looking for high quality, customised and consistent international roll-out of centrally mandated people development programmes and assessments. Clients include Microsoft, Société Générale, Reed Business Information, BOC Group, International Financial Data Systems, Institution of Civil Engineers and leading Dutch vendor lease organisation De Lage Landen.

