

The True Value of Superior Customer Service

Have you ever wondered what the **real impact** of poor service is, upon a company's bottom line profits?

The truth would cause serious concern for most business leaders.

In a recent survey of senior executives within the IT, sales and marketing industries, participants were asked how many "negative experiences" their customers would tolerate before going to a competitor. Read on to find out how they had responded.

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Support – In-house, Onshore or Offshore?

The latest statistics suggest that over 40% of companies worldwide have embraced outsourcing to some degree – either offshore to countries like India, Russia and China – or onshore, to local specialist groups.

The reasons for this incredible growth in acceptance of outsourcing are many, with the most obvious being reduction in expenses and headcount. For example, in the case of the offshore model, why pay an employee \$25 per hour (plus super, insurance, sick pay etc., etc.) for work that can be done for \$5 per hour offshore? Certainly this saving is an attractive option to many CIOs. But what is the downside?

As with everything in life, there are pro's and con's that need to be carefully considered before choosing between onshore or offshore.

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