Outsourcing CX activities is an established way of realizing cost savings and leveling some of the workload between business and technology. However, CSS leaders should ensure that any prospect of cost-effectiveness doesn’t override other factors that affect the outcomes of activities and services and substrates and outsourcing.

To determine if activities should be outsourced to a buyer or remain in-house, consider the following sample questions:

- How many supporting systems are needed for this activity?
- How dependent are other contact center functions on this activity?
- How much product/domain knowledge and/or company-specific experience is required for this activity?
- How much impact would security safeguards have on this activity?
- How much product knowledge is required for this activity?
- How long is training required for this activity?
- How critical is this activity to the organization’s strategy?
- How critical is this activity to the customer?
- How critical is this activity to the employee?
- How much product/service?
- Are language nuances of concern when speaking about your product/service?
- Would this activity be impacted if an in-house operation were selected?
- Can you do this activity without impacting the customer experience?
- Will this activity be impacted by changes in the technology landscape?
- Does this activity include collecting, storing and using customer data?
- Does this activity provide decisive competitive advantage and differentiation?
- Does this activity help the company differentiate its brand(s) across the industry?
- Does this activity include collecting, storing and using customer data?
- Does this activity significantly influence loyalty among customers, especially high-value customers?
- How important is the activity to the customer value?
- How important is the activity to the customer satisfaction?
- How important is the activity to the employee morale?
- How important is the activity to the customer longevity?
- Does this activity provide competitive advantages?
- Does this activity have a high impact on the business?
- Does this activity have a high impact on the organization?
- Does this activity have a high impact on the customer?
- Does this activity have a high impact on the brand?
- Does this activity need to be done on a regular or a frequent basis?
- Does this activity significantly influence loyalty among customers, especially high-value customers?
- How critical is this activity to the organization’s strategy?
- How critical is this activity to the customer?
- How critical is this activity to the employee?
- How much product/service?
- Are language nuances of concern when speaking about your product/service?
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