

## Outcome 1 Practice Exam B

### Directions:

- Use 15 to 20 minutes to read the article: “Pros and Cons for Outsourcing Customer Service.”
- You can read it by yourself, or you can read it in pairs. It’s up to you!
- The most important part in this step is to get a main idea of the article. So, only look up words if they cause you to not understand the main idea.

1. After reading the article answer the questions on the Practice Exam B in your Online Workbook.
2. Questions 1 to 8 should each be answered in the space provided. There is enough space.
3. Question 9 should be answered all together in a brief essay. Use bullet points to make your answer clear and easily understood. Use EVIDENCE to support your answers. (Quote or Paraphrase)
4. You can do this exam by yourself or you can help each other. It’s up to you!
5. This is an Open Book exam. You may use any class note or materials you have to help you with this Exam. You may use a paper dictionary. NO ELECTRONIC devices will be allowed in the regular exam.

# Pros & Cons for Outsourcing Customer Service

## Pros

Outsourcing customer service can benefit your business in the following ways:

### An Inexpensive Way to Add Help:

Small business owners know providing customer service is important but staffing up can be expensive.

One pro for outsourcing customer service is that it can cost you a lot less than hiring one or more full time employees.

Not only will you save money on not having to pay employee benefits but you can also outsource for just the hours per week that you need instead of the standard 40 hours.

### Can Provide Immediate Support:

As a small business owner it's easy to fall into the trap of thinking you can handle customer support on your own.

The fact is there are a million and one things that need your focus and customer support tickets can easily fall low on the priority list as you attend meetings and phone conferences.

Outsourcing your customer service ensures your customers receive the help they need when they need it. This will make your customers happier and will leave you less stressed.

### Relieves Workload on Full Time Staff:

Without a customer service rep on the team, the duty falls to you or your full time employees to handle the task. Since it's very likely that you're too busy, the responsibility will probably land on the desk of your developer or a marketer.

Unfortunately both of these two employees already have enough work to fill up their work plate and adding anything else can make them resent their jobs.

You can keep everyone happy by outsourcing your customer service.

## Cons

There's nothing more frustrating as a consumer than talking to a customer service rep that clearly has no understanding of your problem or the agency to fix it. This can lead to a few cons for outsourcing customer service if it's not handled properly.

For example, an outsourced customer service rep:

## Will Initially Require Training:

When you begin outsourcing your customer service you'll need to train your new assistant. She will need to understand the ins-and-outs of your service or product so she can intelligently help your customers with their requests.

It may be helpful to provide a script for basic inquiries; however, the customer service rep should be knowledgeable enough to be able to go off-script when necessary.

## May Not Be Able to Fix the Problem:

An outsourced customer service rep will be best at handling basic support inquiries.

When it comes to technical issues or complex problems your outsourced customer service rep will need to escalate the ticket to someone who can resolve the issue internally.

This can add to the length of time it takes for a support inquiry to be resolved, which may frustrate customers. It's important for the rep to stay in contact with the customer throughout the process to let him know the ticket is still being worked on.

## Doesn't Know Your Business Like a FT Employee:

No matter how much training you give your outsourced customer service rep, she'll never know your business as well as a full time employee.

She probably won't know when a new feature is being worked on that hasn't been announced publicly yet and she might not know when a big bug release is about to go live. She definitely won't know what your company culture is like from the inside.

All of these things can impact the way in which your customer service inquiries are handled; however, none of them are deal-breakers when it comes to outsourcing customer service as long as you keep your rep in the loop as much as possible.

Reference:

<https://www.taskbullet.com/pros-and-cons-of-outsourcing-customer-service/>

## Outcome 1 (Reading)– Formative Assessment #2 Instructions

Read the article *Pros & Cons for outsourcing Customer Service*.

Using your own words as far as possible, answer the following questions, referring to the text to support the points you make.

**You must answer all the questions correctly to achieve the Outcome.**

**NEXT PAGE ...**

### **Structured questions**

1 What are the three (3) Pros given in the article for outsourcing customer service?

2 From the information given in paragraph one ('An Inexpensive Way to Add Help:') give **two** ways that outsourcing customer service saves a company money.

3 Outsourcing customer service to a customer service rep is becoming more common. Summarize **one** of the Pros in your own words.

4 According to the writer of this article, what are the **two** things the writer suggests most frustrates customers when talking to a customer service rep.

5 How can a company ensure a customer service rep is successful when helping customers with their problems?

6 In about 25 of your own words summarize the conclusions in the final paragraph.

7 Suggest the main purpose of the text and give a reason for your answer.

8 Suggest the intended readers of the text and give a reason for your answer.

9 Does the article succeed in achieving its purpose and in meeting the needs of the intended readers?

Justify your response by commenting on the strengths of the article and/or any aspects that could be improved. Give some detail, referring to the text, about:

- the information included (consider, is it relevant? accurate? up to date? useful? interesting?)
- the style and choice of words (consider, are they suited to the intended readers? are words easy to understand or specialist?)
- the structure (consider, is it easy to follow? logical?)
- the presentation (would a different layout or some graphics improve a reader's understanding?)

Your response to question 9 should be at least 200 words long.