

# Reduce TCO

by playing it smart  
- with smartshoring.



**Transcom**

In the sphere of customer service the bottom line is always the bottom line. Managing operational costs associated with traditional call center setups can be a significant challenge.

Reducing Total Cost of Ownership comes down to a few key things:



1. Keeping customers happy and loyal.
2. Keeping productivity high.
3. Smartshoring.
4. Leveraging AI.

While pure TCO reduction may not be as difficult of a process, it carries with it several other issues. From things like reduced CSAT, waning customer loyalty, reduced productivity and efficiency, to just general processes not being as smooth as they once were. Transcom has looked at each of those and figured out a way of reducing our clients' expenses while having no negative impact or even having a positive impact on the overall performance.

How? In short, by making every aspect better. Instead of using regular offshoring, our clients can use **smartshoring** which tackles the usual issues companies have when moving their operations. To further battle inefficiencies in any operation we strategically employ **AI** to further drive both **customer satisfaction** and **agent performance**.



Interested? Intrigued? Tantalized?  
Read on.

# A tale of two...shores?

Traditionally, companies have relied on two main approaches for outsourcing call centers: nearshoring, which involves setting up operations in a neighboring country or region, and farshoring, the classic offshoring scenario where operations are established in a distant country.



**Nearshoring:** Companies strategically relocate operations to a neighboring country or region in relative proximity to their home base. This offers advantages like similar time zones, reducing friction in real-time communication and collaboration. Reduced cultural barriers also streamline interactions, making it simpler for call center agents to understand customer nuances and expectations. While labor costs might be slightly lower compared to the company's home base, the emphasis in nearshoring is on smoother integration and less dramatic cost reduction.

**Farshoring:** This is the classic “offshoring” scenario where operations are set up in a distant country, typically on another continent. The primary draw here is the significant potential for cost savings due to substantial differences in labor rates. However, farshoring comes with its trade-offs. Vast time zone differences can create logistical obstacles in scheduling, coordination, and real-time support. Pronounced cultural differences can lead to miscommunications, misunderstanding of customer needs, and friction in the customer service experience.

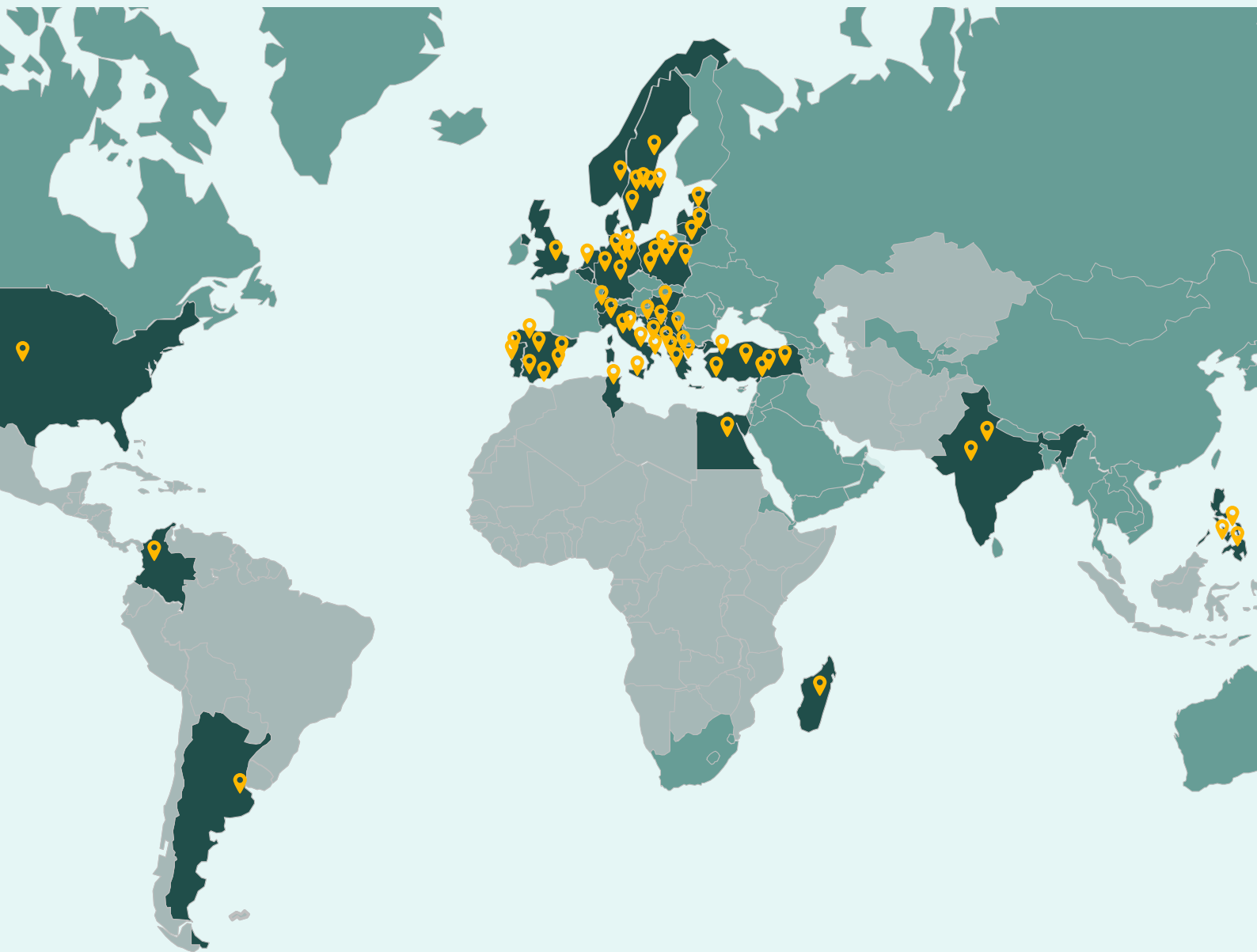


Each approach presents its own set of benefits and drawbacks.

**Nearshoring** sacrifices some cost-efficiency for cultural alignment and operational ease, while **farshoring** prioritizes dramatic cost savings at the potential expense of communication smoothness and cultural fit.

# Globally diversified delivery footprint with Office based and Work-At-Home solutions.

90+ sites covering 33 languages from 29 countries.



## Site locations

- 44** Onshore
- 4** On/Nearshore
- 43** Nearshore
- 17** Offshore



## Countries.



## Serviced geographies.

# Smartshoring - the Goldilocks of business.

So, how does **smartshoring** stack up against its established counterparts? While both smartshoring and nearshoring offer smoother communication and cultural familiarity, **smartshoring** can potentially unlock **greater cost savings** by venturing beyond immediate borders.

**Smartshoring vs. Nearshoring:** While both emphasize smoother communication and cultural familiarity due to reduced geographic distance, **smartshoring** goes a step further. It isn't bound by immediate borders, allowing businesses to explore a wider range of locations. This translates to potentially **greater cost savings** as companies can tap into emerging talent pools beyond the standard nearshore options.

**Smartshoring vs. Farshoring:** In contrast to farshoring, smartshoring delivers a more balanced approach. It **deliberately** seeks locations that still offer **significant cost reductions** but with reduced time zone discrepancies and cultural differences compared to the extremes of farshoring. Businesses avoid the most disruptive time-zone gaps that hinder real-time collaboration and choose locations where cultural alignment is smoother, making customer interactions less prone to friction.

It's important to note that **smartshoring** doesn't necessarily render nearshoring or farshoring obsolete. The ideal solution depends entirely on a company's specific needs and priorities. If extreme cost reduction is paramount and some communication challenges are acceptable, farshoring might still be the answer. If minimizing all operational friction takes precedence, nearshoring may be the best fit. Smartshoring shines when businesses seek a strategic middle ground.





In essence, **smartshoring** is a dynamic strategy that allows companies to tailor their outsourcing approach based on specific needs. It offers the potential for significant cost savings while maintaining operational efficiency and a high standard of customer service. By leveraging a wider range of talent pools and focusing on strategic selection, **smartshoring** can be the key to optimizing your call center's TCO and propelling it towards a brighter future.

To talk numbers just for a second, we reduced TCO for a media & entertainment company by **-42%** within three years with self-service, automation, customer journey mapping, nearshoring and operational improvements.

Also, we reduced TCO for a white goods manufacturer by **-30%** with smartshoring by harmonizing operations, reducing footprint, and leveraging a competitive hiring market.

Sounds great right? No problems to be seen? Well, in order to do this properly, though, you need an **experienced partner**. Someone that has more than a few smartshoring operations under their belt. Someone that can look at their clients' operations and know what it is that they need. Someone like Transcom. Let's take a look at how we do it.



Reduce TCO by playing it smart - with smartshoring.

**Transcom**

# Brighter future? How about a brilliant one?

At Transcom, we're constantly innovating to provide our clients with the **best possible call center solutions**. We believe the future of outsourcing lies in smartshoring, which goes **beyond traditional models**. That's why we're focusing on cultivating our locations of the future - **exciting destinations with a [highly skilled workforce and a business - friendly environment](#)**. We've talked about them before, and we'll talk about them again, and for good reason - [Egypt](#), [India](#), [Tunisia](#) and many more.

Our sites in these countries boast several advantages. Each offers a **talented and multilingual workforce, equipped to handle customer interactions with cultural sensitivity**. Additionally, all three locations benefit from a stable infrastructure and supportive regulations, ensuring **smooth operations**. But perhaps the most compelling aspect is the significant **cost savings potential** these locations offer, compared to traditional outsourcing destinations. All of this while still adhering to **security regulations**, and having some of the best employees around.

By incorporating these locations of the future into our **smartshoring strategy**, we can provide our existing and future customers with an unbeatable combination. You'll enjoy the benefits of a highly skilled and culturally aware workforce, alongside the cost savings associated with these emerging markets. Furthermore, our smartshoring approach ensures seamless communication and operational efficiency, mitigating any potential challenges that might arise from geographically dispersed teams.



So, whether you're an existing Transcom client or a company seeking a **future-proof** call center solution, our focus on locations of the future and our commitment to **smartshoring** can help you achieve exceptional customer service while optimizing your bottom line.

# Benefits to Transcom's smartshoring approach.



A general cost reduction.



No negative impact on CSAT.



A great emphasis on security.



A vast and talented talent pool.



# You press the button, AI does the rest.

At Transcom, we believe the future of smartshoring lies not just in strategic location selection, but also in leveraging the **power of AI** to create a truly brilliant **customer service experience**. By strategically using AI we're aiming to solve the usual pain points that plagued the industry as a whole - from language barriers, difficult comms, thick accents to inconsistent knowledge bases, differing levels of training, etc.

That's why we've equipped our call centers with a suite of **AI-powered tools** designed to **empower our agents** and elevate them to the superheroes they are. Let's delve into how these tools work and how they contribute to a more **efficient and cost-effective smartshoring operation**.



## Agent Assist - the ultimate sidekick.

Imagine an agent equipped with a **real-time, intelligent assistant** whispering the perfect response, relevant product information, or insightful next steps during **every customer interaction**. That's the magic of **Agent Assist**. This **AI-powered Copilot solution** integrates seamlessly, providing agents with instant access to a vast knowledge base, and the perfect next step.

# Here's how Agent Assist empowers agents:

## Reduced errors and increased confidence:

No more scrambling through manuals or facing knowledge gaps. **Agent Assist** ensures agents have the most accurate and up-to-date information at their fingertips, leading to **fewer errors and increased confidence** in handling complex inquiries.

## Faster resolution times:

With **instant access to the right information**, agents can solve customer issues quickly and efficiently, significantly improving **first-call resolution rates** and overall **customer satisfaction**.

## Enhanced customer experience:

A well-informed agent can **anticipate customer needs**, personalize interactions, and deliver a smoother customer journey. This translates to happier customers and a **more positive brand image**.



# Automated Translation - language is no longer an obstacle.

We all know how important it is for customers to communicate easily, without having to bend over backwards to get their point across. Transcom's [Automated Translation](#) shatters language barriers, ensuring seamless communication regardless of the customer's location. This advanced AI tool provides real-time translation of both voice and text conversations, fostering a more inclusive and efficient call center environment.

## Wider talent pool:

Language barriers no longer restrict our talent pool. With **AI-powered translation**, we can leverage the skills of agents from **diverse geographic locations** within our smartshoring strategy, offering a wider range of language expertise to our clients.

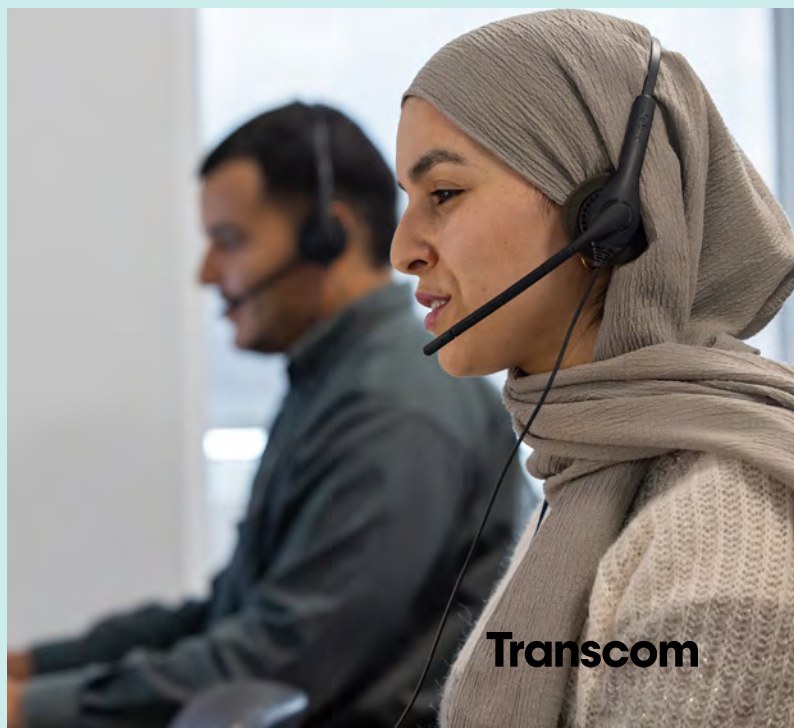
## Improved customer satisfaction:

Customers receive prompt and accurate support in their **native language**, eliminating frustration and fostering trust.

## Reduced costs:

Eliminates the need for **additional** language-specific agents, streamlining operations and **reducing** overall costs.

The added benefit of [Automated Translation](#) are its **accent neutralization** capabilities. Say you have agents that are very proficient in foreign languages but have thicker accents - **we've solved that**. By using our voice translation capabilities, your agents will feel and sound **indistinguishable from native speakers**.



# At the right place. At the right time. With the right tech.

The [power of AI](#) goes beyond individual tools. When combined with our smartshoring strategy, AI plays a pivotal role in boosting efficiency and reducing TCO. Here's how:

## Reduced training costs:

AI-powered tools can automate a significant portion of agent training, reducing overall costs and expediting the onboarding process, especially in geographically dispersed teams.

## Streamlined operations:

AI-powered solutions like call routing and sentiment analysis can automate workflows, optimize resource allocation, and identify potential issues before they escalate. This translates to smoother call center operations and reduced management overhead.

## Hire anywhere:

By using Automated Translation you can be sure that you can have the right person for the job in any language. That means that you can make use of the amazing talent in our locations of the future in any market you need.

## Improved agent productivity:

By automating repetitive tasks and providing real-time support, AI frees up agents' time to focus on higher-level customer interactions, maximizing their productivity.



Transcom's commitment to **AI** and **smartshoring** creates a winning formula. Our amazing sites provide a cost-effective talent pool, while AI empowers agents to deliver exceptional customer service. The result? A **supercharged smartshoring strategy** that **optimizes TCO** while propelling customer satisfaction to new heights.

If you're looking for a **future-proof call center solution** that empowers your agents and elevates your bottom line, look no further than Transcom. Leave us a message and let's get started on your success story.

Reach out



Reduce TCO by playing it smart - with smartshoring.

**Transcom**