

Leading hospitality communications company partners with Insite to realize incredible cost and time savings through service location expansion.



Challenges:

Needed to develop a new contact center location to strengthen customer retention.

Solutions:

Used a custom 29-variable algorithm to identify the optimal locations of 19 contending countries.

Results:

The client received cost and time savings in both research and operations.



Challenges

Known for providing communication services to the world's most successful hospitality brands, including over 5,000 hotels, our client is the go-to resource for brands needing to enhance scalability and profitability by streamlining technologies and cultivating customer-centric, cost-effective experiences.

With massive growth opportunities and catalog expansion to additional industries on the horizon, the client wanted to ensure continued exceptional experiences for and close relationships with their number one priority: their current customers. Leadership identified nearshore service options as a critical customer retention initiative and partnered with Insite for proactive support in establishing a viable new contact center to deliver on customer demand before beginning expansion efforts.

We leveraged our experience from supporting over 250 client organizations across more than 800 physical contact center locations to evaluate the client's needs and make the best recommendations to drive operations to their future state vision. Our assessment focused on several critical elements of our client's current state and project engagement needs including:

- **Current contact center operational trends**
- **Our client's readiness to evolve and capability to implement necessary advanced technologies**
- **Optimal location options conducive to providing customers with nearshore support**
- **Off-site talent acquisition**



Solutions

To meet the client's need for recommendations within a minimal timeframe, **we completed an intensive 3-week sprint to evaluate both current state and the potential synergies of 19 international locations with nearshore capabilities.**

Using the countries with the most sought-after and saturated contact center markets worldwide as a baseline, our team identified 29 performance variables proven to impact profitability.

Our expert analysts collected, validated, and normalized data across numerous sources to build a comprehensive data set. Because the deliverable for this client required a unique and highly detailed approach, our team developed a custom algorithm based on the key indicators to score each location's viability for partnership. We identified the top 5 country contenders.

To provide the client with a full framework and supporting content for both establishing and staffing their new contact center, we delivered both our nearshore location analysis and comprehensive direction in acquiring top talent in their chosen country.



Results

With the guidance of our nearshore analysis, the client chose a highly compatible and profitable location for their new contact center. Our custom algorithm drove the client to build in an area with outstanding wage and contract rates and educational market maturity, a large population of talent, government regulation on business practices, and high resiliency of network and power grid.

Our talent acquisition guidance outlined practices to increase the attraction and retention of top talent. We provided detailed methodologies to create market and demographic-appropriate job descriptions, source local partnerships, design a competitive wage structure, and build an approach for establishing and leveraging work-at-home processes to increase talent pool across additional viable geographies.

Upon completion of our engagement, **the client realized their best possible outcome while creating cost and time savings in both research and operations.**