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An Overview on the Many Benefits of Outsourced Call Centers by [Sonia Roody](#)

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Call centers have slowly become a vital node in many industries. Banks, hotels, airlines, and fast food restaurants have become increasingly dependent on the services that call centers offer. There are two main types of calls when classifying call center services. There are inbound centers and outbound centers. Simply put, these classifications describe the source of the call. Inbound centers receive phone calls from the outside world. Toll-free customer service hotlines provided by companies that sell products is the most popular type of inbound call.

Then there are the outbound calls. As you may have guessed, outbound centers are the source of some of the most hated telemarketers on the planet. However, this type of aggressive marketing has become one of the most effective techniques in selling promotional deals and intangible goods such as insurance policies, club memberships, and credit cards.

However, outsourcing to other countries can have drawbacks as well, with the most common disadvantage being language barrier. Call centers with operations outsourced to countries whose primary language is not English may find their customers having a difficult time understanding operators who are not well versed in English grammar or have thick accents.

Since the bulk of operation is taking place beyond America's shores, the entirety of your interaction with the people involved in handling your business takes place on the Web, i.e. over the internet via emails, instant messaging, and video chat. There is no way to physically oversee the goings-on unless a representative of the client company is willing to travel to another country, which is another financial burden to a business that is trying to save money in the first place by hiring offshore call centers.

Nonetheless, call centers offer many benefits to companies that use the third-party services of business process outsourcing companies. For one, call centers have the hardware and infrastructure in place to deliver their services efficiently. They can scale down (or scale up) their resources and work force depending on the needs of the company.

At the same time, call centers are not restricted to place, especially now that phone calls piggybacking on the Internet as voice data have made it a very cheap option for call centers to run outside the United States by moving operations to developing countries like India. Thus, cheap labor allows call centers to offer their services to companies at a more competitive rate. Go to ambrking.hubpages.com/hub/What-are-the-Advantages-of-Call-Center-Outsourcing to read more on the benefits of call centers.

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