

Five Ways an Outsourced Contact Center Can Provide Value in Facility Management

Introduction

This guide highlights how an outsourced contact center, with the right experience, can streamline facilities management dispatch operations, reduce costs, and deliver value added services as an extension of your brand. The right outsourced partner will bring advanced technology and strategic processes designed improve efficiency, surface leading and trailing indicators of churn, and ensure a consistent brand experience your customers expect and deserve.

Outsourced Contact Center: Five Value Adds

1. Consolidated Intake with Smart, Contract-Specific Triage

An outsourced contact center can act as a centralized hub, managing and tracking work order life cycles across various channels - voice, email, chat, SMS and varying SaaS work order systems. By standardizing intake processes and using AI-assisted routing, the contact center ensures efficient triage and dispatch, minimizing errors and enhancing service consistency and contract adherence.

- **What to look for in an outsourced partner:**

- Omnichannel support that can be customized to your needs
- Knowledge base expertise (design, development, improvement) to ensure process consistency
- Proven AI-assisted workflows that identify opportunities for automation and cost savings

2. Streamlined Time to Resolution + Data Accuracy Powered by AI-Agent Assist

An outsourced partner will use and customize AI-powered tools and smart platforms that enable dispatch agents to resolve issues faster and document critical information without compromising customer experience. Agent assist reduces average handle time (AHT) which at scale can result in cost savings.

Smart IVRs and routing logic can boost SLA performance ensuring your client reaches the best dispatch agent or smart self-service solution to effectively and efficiently meet their needs.

- **How to start with an outsourced partner:**

- A comprehensive analysis of the customer journey and process flow
- Integration with CRM and CMMS systems for a complete view of your interaction data
- Recommendations to deliver demonstrable reductions in cost-per-contact and AHT

3. Optimized Dispatch & Spend Control

An outsourced partner should act as an extension of your internal team – mirroring your brand voice and brand promise – while powering your ability to leverage interaction data to unlock trends that can streamline and power growth. By tracking and compounding satisfaction and performance metrics that can inform optimized dispatch the system will be trained to surface the most appropriate vendor based on skills, rates, and performance history. This improves service level compliance and drives cost efficiencies.

- **Opportunities to Partner with Your Outsourced Provider:**

- The development of training modules and performance dashboards for contractors
- Audit trails and reporting for routing decisions
- Business intelligence for benchmarking

4. Proactive Communications & Strategic, Deliberate Account Care

The right outsourced partner will deliver *beyond dispatch*. This means proactive, consistent communication from the initial request through to resolution across all accounts reducing the need for status inquiries and escalations, paired with a heightened level of attention to strategic accounts through dedicated specialists who manage workflows closely for your largest clients, safeguarding revenue and relationships. Longer term data collection and analysis provides cross-functional leaders with insights they can act upon to identify trends that might lead to customer churn, creating opportunities for intervention.

- **Recommended Practices:**

- Set clear SOPs for updates and feedback loops (CSAT)
- Establish priority channels for critical response outside of standard requests
- Implement account-health monitoring to surface and address early indicators of dissatisfaction

5. Analytics that Turn Voice-of-Customer into Continuous Improvement

The right contact center partner will customize business intelligence dashboards to provide your key stakeholders access to real-time insights into operations, enabling a shift from reactive to predictive management. Dashboard views should be customized to the stakeholders interests, seamlessly pulling together disparate data sources to provide a complete picture, at a glance, and allow for more detailed drill-downs into specifics. Data-driven recommendations can be leveraged to understand asset uptime, justify budget allocations effectively, make other operational decisions to improve outcomes, and more.

As automation and smart-building technology proliferate, a nimble contact center partner will pivot data tracking, surfacing new actionable insights.

- **Transforming your data into a strategic levers:**
 - Actionable business intelligence and insights tied to KPIs
 - Regular playbook and SOP updates based on data analysis
 - Illuminate changing trends in cost per work order, SLA performance, and customer satisfaction metrics

Conclusion

Working with an outsourced contact center can significantly streamline the delivery of dispatched services, while documenting trends data points that can turn into business differentiating insights. By leveraging an enterprise contact center's approach to CRM platforms, AI-powered technologies, and highly refined processes, facilities management organizations can drive higher brand trust, improve customer satisfaction, and uncover opportunities for savings.

Up Next: [A Case Study - Beyond Dispatch](#)