

## THE FUTURE OF OUTSOURCING LOOKS BRIGHT FOR BOTH NEARSHORE & OFFSHORE

To which geolocation(s) do you expect to shift more of your outsourced work in the future? (Select all that apply.)



In your experience, focusing on which area of your Outsourcing partnership(s) tends to result in the greatest return on your efforts?



### SUCCESS IS BUILT ON



#### WHERE OUTSOURCERS ARE MOST SUCCESSFUL

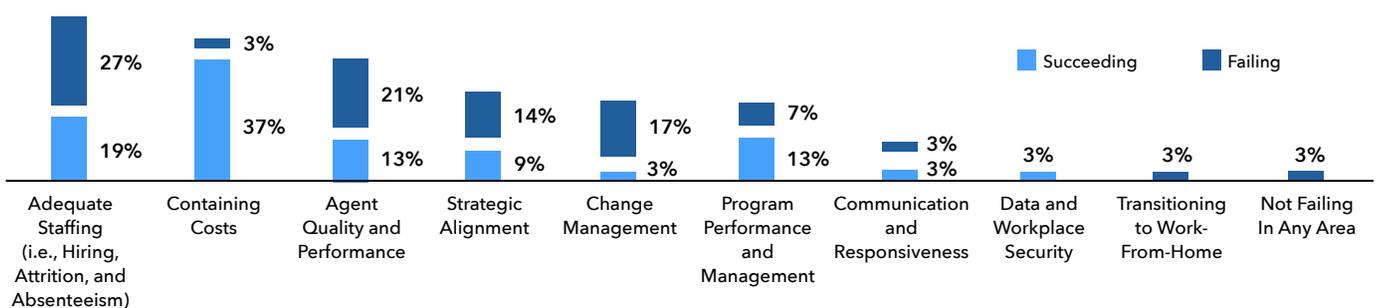
- Containing Costs
- Providing Adequate Staffing
- Improving Performance



#### WHERE OUTSOURCERS ARE MOST CHALLENGED

- Adequate Staffing
- Agent Quality
- Change Management
- Strategic Alignment

Generally speaking, in which area is your current Outsourcing provider(s) succeeding/failing in best meeting or exceeding your needs and expectations?



Methodology: The above results were gathered via email and social media invites, January 27-February 21, 2023. A total of 33 customer experience leaders participated in the surveying. The intent of the Pulse Survey data is to provide CX insight snapshots into various CX-related topics. This Pulse Survey research will be conducted and published on a periodic basis, driven by emerging interest in various topics within the Execs In The Know community. For more CX research, visit our website at [execsintheknow.com/research](https://execsintheknow.com/research).

