

USING TARGETED OUTSOURCING TO TACKLE THE LABOUR MARKET SHORTAGE

Amidst the tightest labour market that most working Australians have experienced, employers are looking for creative solutions to their resourcing challenges.

Currently, unemployment is at a 50-year low; it's incredibly difficult to find quality employees and increasingly tough to retain existing staff.

Many large organisations brought their customer service functions onshore at the start of the pandemic, with several taking advantage of government incentives to establish regional contact centres. However, in a sector with a turnover rate of 45%, companies are finding that they can't staff sustainable operations in regional areas.

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In early 2022, a tier 1 financial services organisation approached Recoveriescorp to explore potential solutions to its resourcing challenges. They were frustrated to be paying more to hire customer service employees with fewer skills, investing heavily in training to upskill these workers, and spending on expensive staff retention programs that weren't effective. Costs were up and service delivery was down – they needed an innovative approach.

Recoveriescorp worked with them to create a tailored insource solution that supported their customer service strategy, addressed their pain points, and delivered above-expectations performance against all KPIs.



*Taken from ACXPA data on Contact Centre average attrition rates (2021).

► The Challenge

Keeping voice services in Australia was non-negotiable for this organisation. However, they were open to considering a hybrid or offshore model to manage digital communication channels and back-end customer service functions. They needed 24/7 coverage and the ability to efficiently action requests including disputes, direct debits and account closures, and collections functions such as payment arrangements. Recruitment, training and retention were significant challenges within the local workforce currently performing these functions. The outcome was longer customer wait times, unmet KPIs and a poor customer experience.

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“Customers, in particular customers in debt, increasingly prefer self-service through digital channels. Options like Web Chat and Two-way SMS offer compelling cost savings and efficiency gains for organisations if executed correctly.”

Dhivian Govender

Chief Data, Analytics and Strategy Officer – recoveriescorp

► The Follow The Sun Solution

Working collaboratively with this organisation, Recoveriescorp created a tailored insource solution where our customer service specialists worked in a first-party capacity using the client’s systems. A follow-the-sun model saw customer enquiries supported 24/7 via skilled and engaged workforces in Fiji and South Africa.

Recoveriescorp’s teams in Fiji and South Africa have supported clients with experienced customer service staff for more than a decade. Using a combination of day-staff across these two locations facilitates high-quality 24/7 coverage without the challenges often associated with overnight operations. Our Fiji team works from 7am–7pm (AEST) and our South African employees from 7pm–7am (AEST) during their daylight hours, providing complementary and seamless coverage.



Our ‘follow the sun’ customer service solution, a flexible, cost-effective, first-party offering that can provide your business with increased customer service coverage. This solution provides your business a skilled and dedicated workforce that follows the sun, providing 24/7 coverage throughout the Fiji and South African day, with oversight in Australia and decreases your customer wait times while improving customer engagement and satisfaction.

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Both insourced workforces comprise motivated and tech-savvy employees with a high standard of written English. These positions are considered quite prestigious in their local communities, so attrition rates are much lower and the average tenure is much longer than for equivalent roles in Australia. During the first six months of operations, the attrition rate across both locations was just 7%, compared to the Australian contact centre average of around 45%

“Our clients are seeking a genuinely collaborative approach to insourcing. They want to partner with us to create tailored solutions where we support them in a first-party capacity that reflects their strategy and brand and protects their reputation.”

Brooke Lawrence
Group Manager, Client Fulfilment – recoveriescorp

Recoveriescorp was able to recruit, train and onboard 15 employees to support this tailored insource solution within three weeks. A thorough quality assurance program including experienced team leaders and QA staff meant performance criteria were met and exceeded from the program’s inception.

► The Outcome

The tailored insource model Recoveriescorp created with this financial services client was a great success from the outset. Performance against targets was so impressive that the client asked to triple the number of insourced workers working with their customers from 15 to 70 within a month of launch.



*Calculated over a 6 month period, September 2022 – February 2023.

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“The insource model we created in partnership with this organisation proves that a ‘voice-in-Australia, digital-offshore model’ works, however, collaboration is vital as organisations don’t want a one-size-fits-all arrangement; they want a solution that’s been created specifically for them that can evolve and flex to meet their needs.”

Daniel Greenhoff
Chief Customer Officer – recoveriescorp

All insourced employees work from the office rather than remotely, driving productivity and allowing close oversight and quality assurance. Today, all client KPIs are consistently met and exceeded – conversions are tracking at 64% against a target of 55%, and the net promoter score is 12% above the client’s target at 60%.

If you would like to learn more about our Follow The Sun model and how this model can help your business achieve customer service success, contact Brooke Lawrence via the contact details below.

Find out more about how recoveriescorp’s Insource model can help your business achieve customer service success.

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