



## Outsourcing Scenario

Client	<i>Company Y</i>
Date	<i>Example Only</i>
Sector	Legal Sector – Case Acquisition
Campaign Size	20 Agents



## The Proposal

UK Consumer Links are able to provide professional, passionate and highly trained Agents to work across multiple sectors and functions. We have spent the last 4 years providing Agents to companies from numerous sectors, including reputable claims companies to assist in growing their businesses in PPI, PBA and PDL Reclaims. We have had multiple campaigns including; case acquisition, document chasing, customer service and credit control.

The skillsets developed across these campaigns are extremely transferrable, particularly into the Legal Sector.

Looking at Case Acquisition specifically, if *Company Y* employs people within the UK to work in a new business capacity e.g. lead generation, fact finding, agreeing a solution, arranging for contracts and terms of engagement to be sent out, chasing those terms of engagement and contracts back in etc. Those roles can be replicated at a fraction of the cost within our South African Contact Centre.

## Scenario

*Company Y* wants to outsource the fact-finding part of their Customer Acquisition. This is currently conducted by a UK Team of 20 Employees. The role will include confirming basic data already gathered and collecting extra information that will allow the customer's case to be assessed before being taken on by the Law Firm.

*Company Y* want all 20 of their SA Agents to sit within the fact-finding team. This will allow the 20 UK Agents to either a) move into more complex roles or b) stay within the same role and grow the resource alongside the SA Agents but with a much smaller average cost per head. They could also act as "Performance Benchmarks" for the campaign to ensure the SA Agents reach expected standards.

The campaign would have some Key Performance Indicators (KPIs) that would allow the key stakeholders on either side to assess the campaign at ease. For example:

KPI	Measure
Talk Time	Min. Hrs Per Day
Number of Contacts	Min. No. Per Day
Cases Acquired	Min. No. Per Day
Compliance Score	Audit Pass Rate

## The Finances

Our research shows that each UK Employee working within a Law Firm costs on average £4,000 per month (Including PAYE, NI, Overheads etc)

At UK Consumer Links we are able to provide employees to the Legal Sector for between £1,000 and £2,000 per month depending on; a) the technicality of the role, b) the size of the team and c) the length of the contract.

This means we're able to provide the Law Firm with a saving of between 50 and 75% of their average cost per head, whilst still providing the same performance levels and output.

## Summary

As you can see, outsourcing to SA with Consumer Links can have a very positive impact commercially on your business. It can give you the confidence to grow, restructure and refine your UK operation and allow your UK Agents to move in to more complex and technical roles, without losing any of the performance.

If you would like to know more about how Consumer Links can support your business get in touch

Email: [info@consumer-links.co.uk](mailto:info@consumer-links.co.uk)



### UK OFFICE

The Old School House

Manchester Road

Carrington

M31 4UG