



Actual Cost of Customer Support Offshore in India

Most companies are of the opinion that outsourcing support would involve making short cuts. No, no it is mistaken. India has emerged to be the unsung hero of many support infrastructures of IT firms, Slack, Airbnb and even mid-size SaaS names to mention a few. This was due to the fact that it was cheap. Why? Since it resulted in the desirable outcome. What most posts on blogs however fail to tell is that the statistics about [Customer Support Offshore](#) are a story.

What Does Offshore Support Actually Cost Per Month?

Have a look at this breakdown. Indian-based professional support agents can earn between 400 and 900 monthly, depending on their level of expertise and the type of shift that they work.

Now put that in comparison to the national average of between \$3,500 to \$4,500 to a similar position in the United States.

With the infrastructure, HR, and management overhead costs in India beyond the cost of infrastructure, the HR manager, and manager remain well below \$1,200 on costs per agent per month. On average, it is a cost-saving of 60-70 percent.

A lack of productivity is not indicative of **low-cost customer support**. Better allocation is the result.

Why Do Indian Offshore Teams Perform Well on CSAT Scores?

Over 1.5 million Indian university graduates are not only conversant in English but also proficient in various information and technology skills. The communication gap is much less now compared to what was the case fifteen years ago.

The customer satisfaction rate of 85 to 92% is typical of those companies that hire **Customer Support Offshore** in India. That competes with, and in some cases, even more than home teams.

The reason is the culture of training. Some of the things that Indian BPO companies invest heavily in are accent removal, product knowledge exercises and **Offshore call center services**. Agents are already geared up before attending to the actual ticket.

How Did a UK Fintech Brand Cut Costs by 65 Percent Without Losing Quality?

The support operations of a fintech startup based in the UK with 40,000 active customers is now within Pune. The support through the chat and email interface was addressed by six agents.

None of the three months had passed before their average response time dropped as they responded to eleven-hour response times decreasing to under three-hour response times. They were previously paying more than 28,000 GBP each month as per their support payment, but the present amount is less than 10,000 GBP monthly.

Other benefits existed in addition to financial benefits. Since the **Customer Support Offshore** was more effective and resolved their problems when they first had contact with the customer theory, the number of repeat contacts fell by 22%.

What then is the sum total. Issues to do with overlap may be a result of poor management of time zones. Complex goods require a 4- to 8-week training ramp-up period. True infrastructure is required to achieve compliance with the data security requirement, especially with laws such as GDPR or HIPAA.

Partnership with service providers that have demonstrated compliance can be done by seeking the ISO 27001 certification. Perhaps a bit more money up front, but a lot less risk, can have you a customer care workforce in India that is already compliant and [cost effective customer support teams](#).

You can work the figures yourself. Savings of that kind accumulate. When you work with the appropriate partner, **High-Quality Customer Support** doesn't have to be sacrificed.
