



OUTSOURCING MADE EASY by Conectys

## EXPANDING TO EUROPE

ACCELERATING INTERNATIONAL GROWTH  
THROUGH CUSTOMER EXPERIENCE



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THANK YOU

# INTRODUCTION

Is expanding to Europe on your agenda this year?  
Do you feel overwhelmed by the complexity of this decision?

Now that you've established yourself as a force to be reckoned with in your own market, expansion is the obvious next step.

Growth is natural, and so is the feeling of being challenged. You are, after all, launching a product or service in a new geography with its own rules and characteristics.

A European expansion can seem daunting. But if you hit the ground running with a solid plan and thorough understanding of your target market's mechanics, you'll be able to reap the benefits of expanding, without the complexity.

In this workbook, we will look at some of the biggest benefits of scaling your US-based business to Europe and share with you the five steps toward achieving New World clarity before you even set foot into the Old World.

And because outsourcing is what we do best, we will share with you the steps that will accelerate your international growth.

Let's get started on your European journey!

Conectys

# THE NOT-SO-SECRET BENEFITS OF EXPANDING TO EUROPE

Expansion - be it regional or international - comes naturally when your business is successful.

From crafting a superior product or service that fills an existing need (or creates a new one), to offering a memorable customer experience, building a strong brand presence and growing a loyal customer base, you have struck the right note in your current market.

Congratulations! Where to next?

## How about Europe?

Europe is a large and vibrant market segmented into a multitude of smaller national markets, each with its own history, culture and quirks.

From Eastern to Western Europe, each country offers both opportunities and challenges. However, this diversity of the population is one of the main benefits of the region - depending on the type of product or service you offer, you will always be able to identify several prime expansion targets.

Diversity is on the rise because of the digital age we live in. In fact, we have been living in it for quite some time, enough for personal tastes and larger trends to find their way across the pond.

As a result, most of Europe speaks English as a second or third language and is exposed to North American content on an almost daily basis. Online communities complete the portrait of a Europe more in tune with the United States and Canada than, perhaps, ever before.

Of course, cultural affinity with North America is not everything Europe has. Reliable infrastructure? Check. Cutting edge technology? Check. Multilingual skills? Check.

Europe's status of "cultural melting pot" is the magical ingredient which, together with the workforce mobility ensured by European Union legislation, fosters innovation, early adoption and the development of vital language skills.

Most Europeans speak at least two, if not three languages on a daily basis. Eastern Europe is particularly gifted in this respect, offering a large pool of multilingual, multi-skilled professionals who will help you transfer business processes, adapt marketing activities and tap into new European markets quickly and safely.

Expansion is a trying moment in a company's life. If you don't plan the move carefully enough, your resources, brand image and customer base can suffer. And you need to make sure, first and foremost, that your customers are well taken care of - that means offering them high quality, personalised and culturally aware customer service.

When looking at Europe as a new market, you must consider the path you need to take to ensure your new customers enjoy their experience with your brand just as much as your existing fans.

Here are the five steps to a successful European expansion and happy customers.



# FIVE STEPS TO A SUCCESSFUL EXPANSION

## 1. Measure twice and cut once

It needs to be said: no amount of luck or money will prepare you for a European expansion better than research will. If you want to minimise the risk of upscaling your business, you need to study your target market and create a viable business case and accurate forecasts.

Europe is not a single market, so blanket approaches tend not to yield the best results. To avoid putting unnecessary pressure on your operational teams, learn the particularities of the region you are expanding to and adapt your plans based on facts, not conjectures. That way you will be prepared for most of the challenges you may encounter along the way.



## 2. Find the right talent

Europeans are known to prefer customer service delivered by native speakers in their native language. They also tend to expect higher service quality and give lower feedback scores. Finding and retaining the best talent in such circumstances is vital to consolidating your business in Europe.

On the one hand, native customer service teams provide the level of comfort that European clients are accustomed to. On the other hand, they will grant you a deeper understanding of customer habits and the way users are experiencing your product or service in each region. Multilingual customer care will improve your product standing and delight your customers.



### 3. "Mind the gap"

Not all European countries are alike when it comes to labour laws, taxation systems and economic development. Especially as you begin recruiting, you need to be aware of these differences - they may affect the speed with which you can onboard new team members and respond to business demand.

You need to have a firm grasp of European law before expanding to the region and aim your focus on finding premium multilingual talent.



### 4. Choose quality over quantity

Do not underestimate the temptation to go big or go home. But where expansion is concerned, the best action plan is to start small, with a core team of skilled people supported by the absolute best tools and processes. Because that way you can start to deliver high quality support from day 1, and scale up your team as business picks up speed minimum effort and operational strain.

Customer satisfaction is not just about products or services. Often enough, it is about customer service quality. Regardless of the reason for contact, you want to make sure your customers get the best service you can possibly give them. And that only happens when you put quality first.



## 5. Grow true, grow smart

When you have a strong business back home it's only natural to want to replicate that success in new markets. There are countless tips and tricks out there, but there is only one You. Your expansion strategy should play to your strengths as a company and as a team. Strive to instill the same passion in your new European team and focus on delivering consistently excellent customer support..

Once you establish a well-oiled starter team and reach the desired level of service quality and customer satisfaction, you can start to increase your reach and, consequently, your staff. You will have a better idea of what to improve and your European operations will grow in a smart, sustainable way that stays true to your company spirit and to your customers.





# EXPANSION ALLIES: OUTSOURCING

Different companies approach expansion differently, but there is no denying that having a partner with experience in your target market is an important asset.

Outsourcing your customer support to a specialised provider will save you not only time to market, but also significant costs. A BPO company can leverage better resources with a fraction of the effort it would take you to complete the research phase alone. BPOs can do that because it would not be their first project of the kind. Most providers have extensive experience scaling up client businesses from around the world.

With multiple sites in strategic locations on the globe, BPOs have access to multilingual talent with much shorter recruitment lead time and rely on processes they have honed over years of activity. Your operations will also benefit from the latest technology because providers constantly develop innovative software to keep them and their clients competitive on any number of markets.

The right outsourcing partner will listen to where you are coming from, understand where you plan to go, and know what opportunities lie ahead. They will guide you step by step through the expansion process and put together an outsourced team that will act as a seamless extension of your in-house staff -- a team that will promote your brand and delight your clients with each customer interaction.

By partnering with an outsourcing provider, you have a much better chance of rolling out your product or service to Europe without delay. It is an opportunity which, thanks to technology, is becoming more and more accessible with each day.

And when it comes to expanding to Europe, outsourcing might just be the difference between failure and success.

# THANK YOU!

Expansion can be an exciting and challenging stage in the life of a company. It is up to you and your team to prepare for it using all the tools and methods available.

Even though this guide is primarily aimed at North American companies looking to tap into the European market, the ideas and tips presented stand true for the expansion process in general.

If at any point in the process you find yourself in need of an outsourcing specialist, we would be more than happy to answer any question you may have.

We wish you the best of luck with your expansion plans!

**35+**

**LANGUAGES**

**24/7**

**DELIVERY**

**6**

**LOCATIONS**

**1,100**

**SEATS**

**10**

**AWARDS**



### About Conectys

Conectys is an award-winning leader in multilingual BPO services. Its specialised outsourcing capabilities and investment in the Business Process-as-Service outsourcing model set it apart from its competitors and create brand value for global players in 35+ languages.


Conectys combines talented multilingual and multicultural teams with effective quality processes and an innovative ConectysOS, a proprietary cloud-based platform, to deliver new levels of service personalisation, customer satisfaction and profitability.

Conectys has facilities in Belgium, Romania, the Philippines and Taiwan (ROC), as well as a growing Work from Home network, providing a global footprint and international scale to Telecommunications, Finance, Travel, Hospitality, Gaming and Entertainment companies.

Conectys is ISO 9001:2008 certified and PCI DSS Compliant.

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