

Brand-Reflection Outsourcing

Lower Your Costs *Without* Costing Your Brand



Top 10 Clear Strategies for Nearshore, Brand-Centric Outsourcing Success

Research from the London School of Economics, indicates a 7-point increase in NPS will result in a 1% increase in revenue – and according to *Harvard Business Review*, it's the "one number you need to grow" to increase profitable revenue. Yet CNBC reminds the world, "Companies – profitable or not – make 2024 the year of cost cuts."

Which begs the question, how do you create customers who will promote your brand while engaging in dramatic cost cutting? The answer is simple. Try Clear Harbor. We make your **brand's reflection crystal clear** with an effortless customer experience, while lowering your real, total costs.

Top 10 Clear Strategies for Nearshore, Brand-Centric Outsourcing Success

Clear Harbor provides brand-centric outsourcing at the lowest total cost of brand ownership. We re-imagined and re-engineered a solution far beyond what traditional BPOs offer.

Here are 10 Clear reasons why:

1. Clear Mission: Lower Cost Without Costing Your Brand

Aldo Gucci once said, “The bitterness of poor quality is remembered long after the sweetness of a cheap price has faded from memory.” At Clear Harbor we provide a brand enhancing service that is nearshore and less expensive without compromising quality. Every component of our solution mirrors the high standards you have for your brand NOT just a cheap offshore price.

2. Clear Choice: Ideal, Nearshore Location and Circumstance Selection

We carefully identify, select, and cultivate operating locations where Clear Harbor is a major employer of choice, seeking areas with zero to very low competition and an ample supply of motivated candidates with a far greater longevity. This also allows us to hire from a labor pool with no “bad habits” to unlearn from traditional outsourcing. Additionally, English is the native language of Clear Harbor agents, improving nuanced communication and the depth and speed of understanding. We also look for strong empathy, natural inclination toward problem-solving, and cultural similarities to U.S. consumers. Another high priority is a selection of safe, easy-access regions for client travel.

3. Clear Path: Brand-Driven Implementation

Every aspect of our implementation strives to reflect your brand and its promise to your customers. We engineer a clear path, plan and playbook based on your NPS and customer experience objectives, as well as your key strategies. Our unique approach means every aspect - from your dedicated account team to each assigned agent - will embody your brand's values and critical metrics. Our silo-free management approach, communication transparency, agent understanding, and our intense agent re-enforcement are meticulously planned and rolled-out to protect and enhance your brand.

4. Clear Orchestration: Continuous Collaborative Improvement With No Silos

Clear Harbor's holistic approach combines implementation, learning, operations, agent selection, and quality experts into collaborative teams. Our “no-silo” approach streamlines action plan creation. Clear Orchestration™ fosters sharing insights, quality results, resource allocation, and agent empowerment. Our leadership maturity and cross-industry customer care experience enhance brands, processes, and customer interactions.

5. Clear Cycle: The Effortless Customer Cycle, a Pathway to Enhanced NPS

Central to Clear Harbor's strategy is the Effortless Customer Cycle, a concept that prioritizes seamless customer interactions at every touchpoint. This cycle is meticulously designed to ensure every customer interaction is frictionless, leading to higher NPS scores. By acknowledging customer emotions, critically analyzing root causes, offering effective problem-solving, and showcasing genuine concern, Clear Harbor not only meets but exceeds customer expectations, fostering brand loyalty and propelling revenue growth.

6. Clear Protocol: Institutionalized Evidence-based Brand Mirroring Protocols

Clear Harbor keeps a repository of customer care methodologies, continuous improvement processes and best practices. As new practices are recognized, we work to make sure they are institutionalized and leveraged across all clients, if appropriate. Fine-tuning and calibration are constantly underway and visual management approaches help accelerate refinements, improve management consistency, guide new training regimens, shape proactive client feedback, and influence results.

7. Clear Harmony: Psychology-Based Agent Selection, Brand Synchronization and Retention

Clear Harbor applies science-based selection and matching of agents and business process specialists to the brand, client and type of work to be performed. Our talent selection process is engineered around ideal psychological fit to task, team acceptance and mastery. We test for high-achievement, accomplished conversation, and out-of-the-ordinary thinking with strong empathy and desire to solve problems. Our goal is to achieve an optimal blend of personality, cultural fit, education/training, experience, values and acclimation to job content.

8. Clear Expertise: Cutting-Edge, Scientific Agent Development for Brand Expertise, Mastery and Improvement

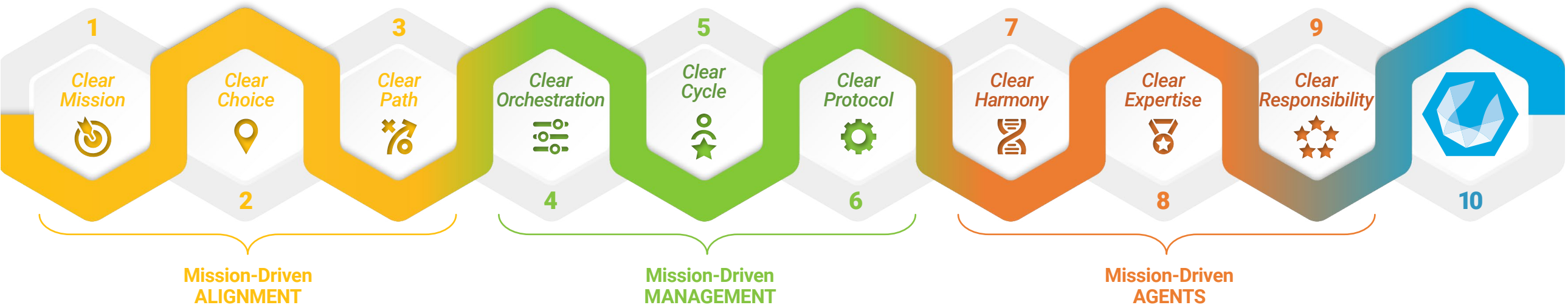
At Clear Harbor, agents are not trained to simply be proficient in taking a call or performing a repetitive task. Agents are developed to achieve a level of expertise and mastery that encompasses a broad learning capacity and understanding of the brand. This includes not only product knowledge and job skills but also the capability to fully understand their impact to the big picture and empowerment to use individual strengths and intuition to achieve a successful result. It requires a culture that is mastery-friendly, requiring more feedback and a specialized training approach emphasizing openness, competence and clear, bi-directional communication.

9. Clear Responsibility: C.L.E.A.R. Agent Responsibility

At Clear Harbor everyone in the entire company has a C.L.E.A.R. mission. We establish a relentless pursuit to Care, to Listen, to Empathize, to Act and to Reflect before, during and after each encounter, session and interaction. Brand mirroring doesn't happen by accident. To be clearly different from traditional outsourcing requires daily commitment to this mission. Our managers, supervisors and agents gain and maintain high quality performance through a deep understanding of our clients' and their customers' needs and expectations.

10. Clear Success: Lower Your Costs Without Costing Your Brand

These solution strategies deliver the lowest total cost for highly effective brand-centric outsourcing. As a result, we help improve revenue, profitability, and customer experience. **We strengthen and protect your bottom line and your brand equity.**



Clear Reflection Services for Customer Care

Distance your brand from traditional outsourcing. *We precisely mirror your customer care strategy and desired customer experience at the lowest total cost of brand ownership.* As you venture further in your business journey, allow Clear Harbor to be the mirror reflecting your brand's true essence, unfailingly and brilliantly, at every customer touchpoint.

Our distinctive blend of technology, expertise, and innovative strategies is designed to elevate your customer experience, fostering a connection that transcends transactions. With Clear Harbor, you don't just get a service; you secure *a partnership rooted in understanding, mutual growth, and an unwavering commitment to your brand's vision.* Embrace a future where quality meets affordability, where your brand finds its true harbor.

As you venture further in your business journey, allow Clear Harbor to be the mirror reflecting your brand's true essence, unfailingly and brilliantly, at every customer touchpoint.



For more information:

clearharbor.com

info@clearharbor.com

678.566.3212



clearharbor

clearharbor.com