

# **OUTSOURCING as Part of Pandemic Survival Strategy**



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**CCI FRANCE BULGARIE**  
**ФРЕНСКО-БЪЛГАРСКА**  
**ТЪРГОВСКА**  
**И ИНДУСТРИАЛНА КАМАРА**

# Who am I?



Reader's  
**Digest**



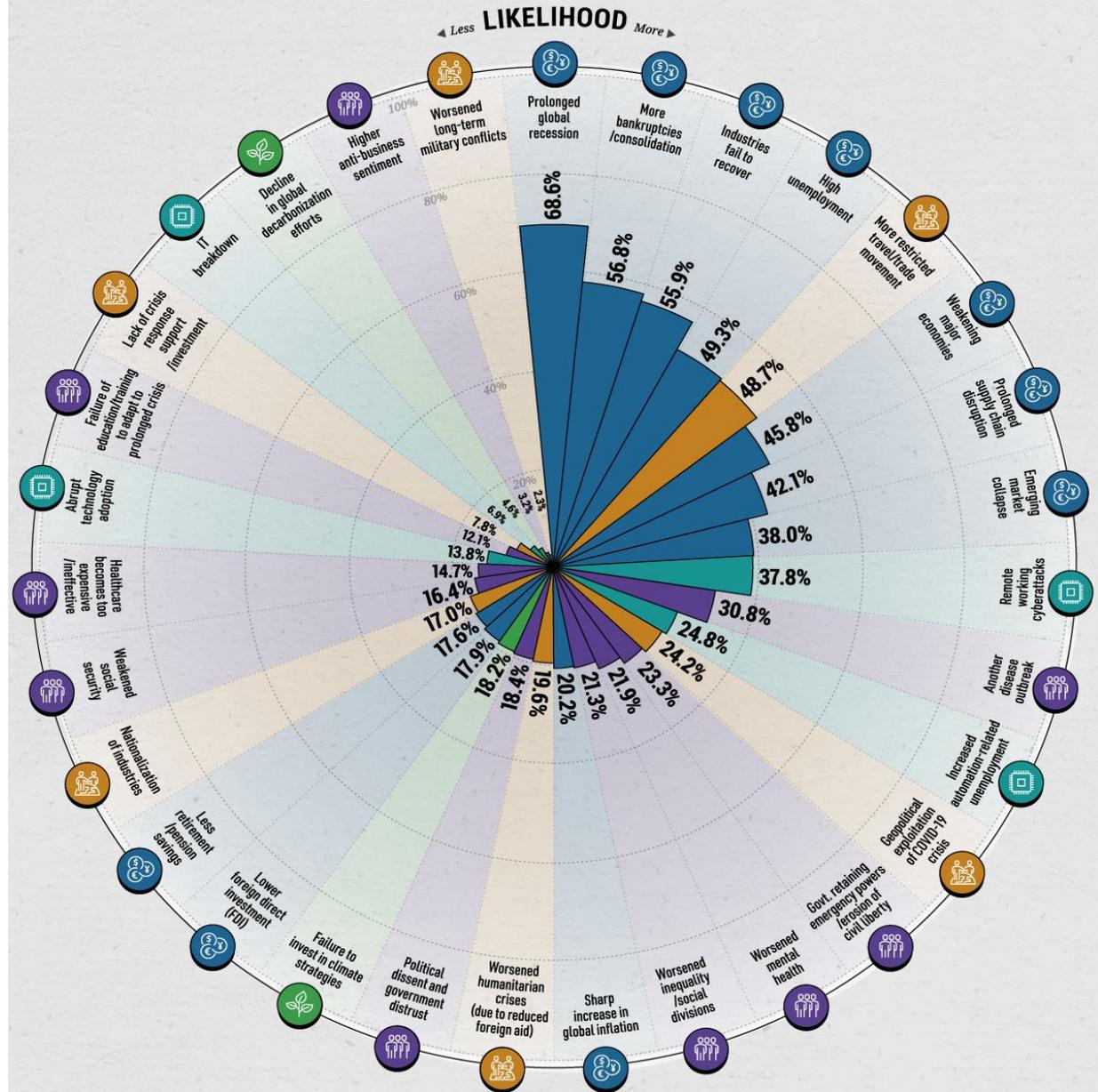
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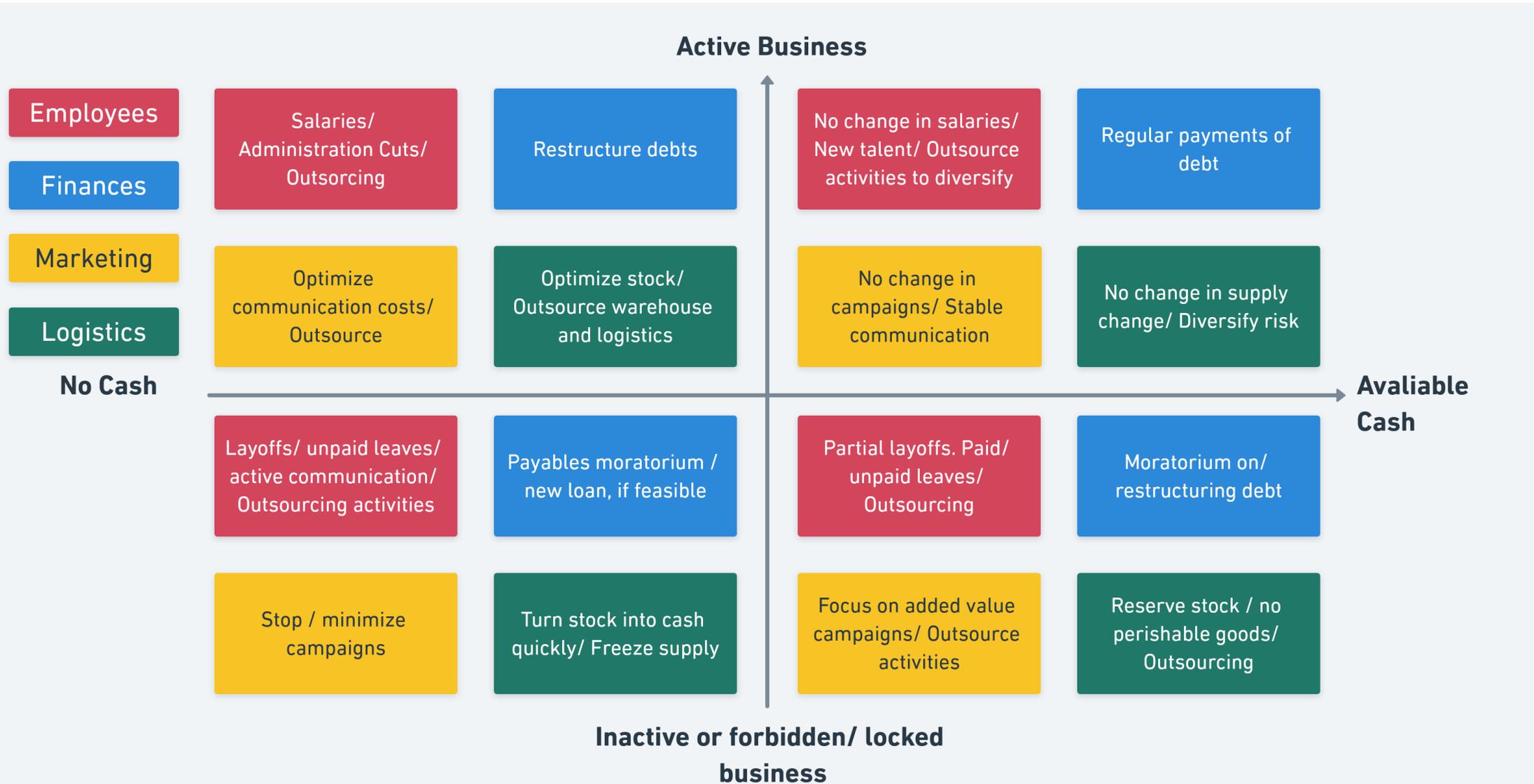
# COVID-19 Impact Overview

COVID-19 will leave lasting impacts on life as we know it. Many of these dramatic changes are already in effect.

The World Economic Forum surveyed 347 senior risk analysts on the impending threats most likely to contribute to a global fallout – and no area from the economy to the environment is untouched.

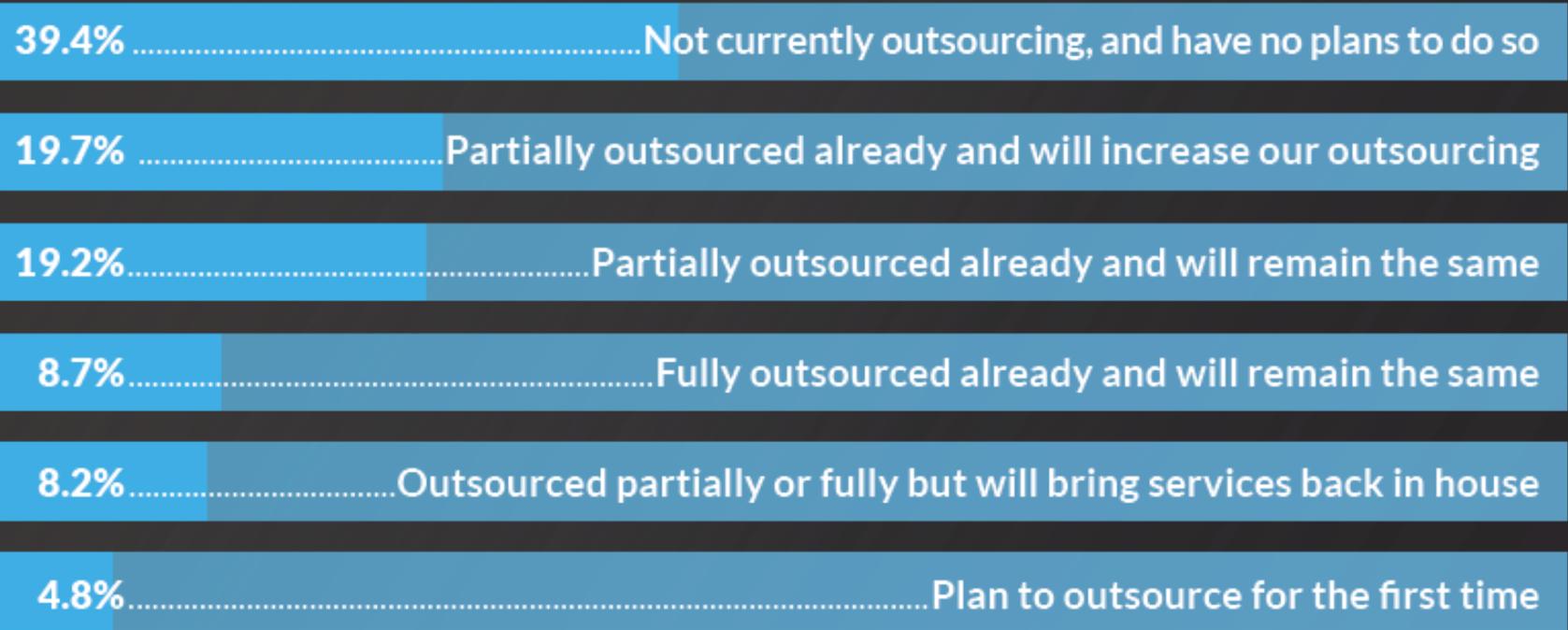


# Business status



# What Others Say: Survey Results

How has Covid-19 impacted your contact center outsourcing plans for 2021?



# Survey Results for Bulgaria

- ✓ Internet penetration grew from **71%** in 2019 to **75%** in 2020
- ✓ eCommerce grew by **8,83%** in 2020
- ✓ Significant growth expected in 2021 as well
- ✓ Debit/credit card online payments grew to **32%** (vs. 20% in 2019)
- ✓ Most purchases start from a phone call no matter how they will be closed – online or offline.



# Benefits of Outsourcing

- ✓ Cost optimization
- ✓ Keep customers delighted
- ✓ Be more competitive
- ✓ Accelerate digital transformation
- ✓ Reduce risks
- ✓ Transform fixed costs into variable costs
- ✓ Face much easier seasonal drops or peaks



# Case Studies



## **Big International Food Production Company**

- ✓ Outsourced first the Green Consumer Line that was transformed into info line and customer support
- ✓ Increased online sales in 2020, delays with order processing. THEN they outsourced order fulfillment.

## **Big International Beer Production Company**

- ✓ Outsourced Green Consumer Line (transformed into info line)
- ✓ Replaced BTL activities with consumer promotions - increased needs of promotion logistics support
- ✓ Switched focus from HoReCa to Retail - need for display boxes. THEN they outsourced display boxes assembly.

## **Importer and Distributor**

- ✓ Increased demand for certain retail goods
- ✓ Partially outsourced labeling, product assembly and products re-packing

## **Big International E-commerce Retailer**

- ✓ Fully outsourced customer support: info line & email



## **Bulgarian Home Deco Producer**

- ✓ Increased number of calls caused by increased online sales
- ✓ Outsourced customer support

## **Big Transport Company**

- ✓ Launch of new service
- ✓ Outsourced lead generation calls (cold calls) and rented B2B database

## **International Education Company**

- ✓ Changed CRM + database update needed: outsourced client relation on update + customer support

## **Local eCommerce company**

- ✓ Outsourced customer service, digital marketing and order fulfillment: company of 1 person!



## **Bank – one of the leaders on Bulgarian market**

- ✓ Outsourced Customer Satisfaction Survey (done on monthly base)
- ✓ New products launch, promotions, new event – partially outsourced activities

## **Insurance broker**

- ✓ Outsourced activities about customers re-activation
- ✓ Outsourced activities about cross sales and up sales
- ✓ New focus on B2B proposals – outsourced lead generation and B2B database rent.

## **Research agency**

- ✓ Online researches give slow results and low response rate, live interviews impossible due to pandemic
- ✓ Field work via phone outsourced due to cost saving

## **Travel agency**

- ✓ Outsourced customer support and sales activities via phone
- ✓ Direct marketing materials – creative, print, lettershop and distributions



# Wrap-up

- ✓ Pandemic severely changed the way businesses think
- ✓ Many companies need significant fixed costs optimization
- ✓ Outsourcing got much more attractive after COVID-19
- ✓ It is usually considered when processes are messed up
- ✓ There are many ways for you to outsource, no matter the business sector you are in





# Next Steps

1. Have a deep-dive look at your business
2. Identify cost/ risk optimization needs
3. Evaluate impact of processes change
4. Call me to discuss outsourcing options and scenarios
5. **Act.**



# About Metrica

- ✓ Start in 2003 (call center services only)
- ✓ 2008: Logistics and fulfillment services for catalogue businesses
- ✓ 2011: Digital and personalized print, automated lettershop
- ✓ 2015 became part of Mediapost Hit Mail (La Poste Group)
- ✓ 2016: eCommerce order fulfillment
- ✓ ISO 9001 Certified



# THANK YOU!

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