

So, as I was saying, I really think we should outsource our Customer Service division. It would save us thousands of pounds – in terms of wages and general office overheads.

One way would be to set up a call center, in India say ...

India would be a good place, I agree ... or the Philippines. Both countries provide large numbers of English speaking graduates and wages are certainly much lower there than they are here.

Hmm... our clients are from all parts of Europe, particularly Germany. Will we also be able to get good German speakers?

I've heard that there are already German-speaking call-centers in some countries – I'm not sure about India though. Couldn't we though move closer to home, to Eastern Europe, for example? Wages are relatively low there and it's certainly closer to our main markets.

That's a good point, but I think wage differences are bound to be reduced over the next few years, so I'm not sure Eastern Europe is our answer. Let's consider India again – the people know our culture – which is important ...

But do you think a call center in India could manage all the different types of calls we get?

Well, perhaps for complex inquiries, where local understanding is vital, what if we used people in the same country? But for more routine back-office tasks and general inquiries, how about shifting to India?

Good idea. I suggest we ask Sally to set up a meeting to discuss this further. Shall I draw up an agenda for the meeting?