

ESI expands its operations to emphasize customer service outsourcing

By Cristel Telecom

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Enhanced Services International, LLC. (ESI), a federally licensed telecommunications company and subsidiary of Cristel Telecom, LLC, has announced it will vastly expand its operations to put more emphasis on its customer service outsourcing segment.

Customer Service outsourcing or BPO has become a huge factor in the quest for corporate savings among many industries. Initially North American and Western European corporations with a large customer service needs outsourced their work to India. Recently, however, there has been a strong trend to the Philippines because of additional savings and a high degree of competence as well as the ability of the Filipinos to emulate the American or other country's spoken dialect. According to users, Filipinos also seem to have a better understanding of the American culture especially because of the years old ties between the two countries. An ESI spokesperson tells us that they are uniquely poised to compete in this fast growing arena because of their strong participation in the telecommunications industry as well as the customer service background of its senior staff. Cristel, the parent company, has been an innovative telecom leader for over 15 years and spawned ESI in 2002 to fill in its expanding services to American and international customers. Cristel and ESI share new US corporate headquarters in the Tampa Bay area and their main international operations base is in Manila with expansion set for Central America. Typically, ESI representatives tell us that a company wishing to outsource its customer service unit to The Philippines would get a CS cost reduction of 40% or more. ESI says it can add more savings because of its lower telecom costs.

For more information please visit the ESI website at <http://www.eservicesintl.com> or call 1-800-996-0374.

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