

Emerging Business Process Outsourcing Trends of 2024

Discover the latest BPO trends shaping 2024. From digital transformation and automation to enhanced customer experiences, stay ahead in the evolving outsourcing landscape.



Noida, Uttar Pradesh Nov 21, 2023 ([IssueWire.com](https://www.issuewire.com)) - Business process outsourcing (BPO) has become integral to any corporate entity. From B2B Logistics and IT giants to B2C FMCG and Banking MNCs, all want to outsource their call center operations. Outsourcing inbound and outbound calling with Squadstack offers various benefits compared to traditional Business Process Outsourcing. Squadstack enables businesses to optimize operations, reduce costs, and access specialized expertise.

As we move into 2024, several key trends are shaping the future of BPO. Most of these changes are driven by technological advancements in recent times. The evolving customer expectations and the ever-changing business environment follow this. We at [SquadStack](https://www.squadstack.com) ensure that our operation is based on the most advanced tools and technology. Our in-house proprietary technology has helped us become industry leaders in call center operations. It has helped us with our quality management process, data privacy, and [productivity of an agent](#).

Let's look at some of the growing trends in the BPO operations of 2024.

Advanced Automation and AI Integration

AI and Generative AI are the new buzzwords of 2023, and the trend will continue in 2024 as nicely. Artificial Intelligence has already witnessed massive applications in call center operations to increase agent productivity and forecasting demand. SquadStack has integrated AI and automation in its dialer systems, quality monitoring processes, and [CRM tools](#). This allows us to increase our agents'

productivity while maintaining the quality of outbound and inbound calls.

Data Security and Privacy Compliance

Companies nowadays have become more data-driven and tech-enabled, which exposes them to data breaches and security threats. Thus, data security and privacy compliance will be an essential trend, and BPOs will be bound to adopt state-of-the-art infrastructure to protect their client's data.

Rise of Robotic Process Automation And IVRs

Interactive voice responses, or IVRs, have become the new normal for BPOs. Companies that have to cater to hundreds, not thousands, of customer queries daily throughout the clock use IVRs to automate their call center operations. This ensures that all the calls are attended to regardless of volume and the customers are provided standardized service. SquadStack offers flexible IVR solutions depending on your business needs. We can help you program and design your own [IVR system](#) and integrate it with your CRM to streamline customer service operations.

Global Workforce and Remote BPO Services

Traditional BPOs generally operate in an office setting, where all the agents report to a typical building and use the systems provided by the BPO. SquadStack, on the other hand, has a slightly different approach to operations.

Predictive Analytics for Demand Forecasting

Predictive analytics for demand forecasting involves using statistical algorithms, machine learning techniques, and historical data to predict future demand for products or services.

Digital Transformation and Automation

BPOs increasingly adopted digital technologies and automation to streamline processes and enhance efficiency. This included robotic process automation (RPA) and artificial intelligence (AI) to handle repetitive tasks.

Focus on Customer Experience

BPOs were placing a greater emphasis on delivering superior customer experiences. This involved using data analytics to gain insights into customer preferences and behaviors and incorporating technologies like chatbots and virtual assistants.

Data Security and Compliance

With the growing importance of data privacy and regulations like GDPR, BPOs invested in robust security measures and compliance frameworks to protect client and customer data.

Global Delivery Models

BPOs were expanding their service delivery models beyond traditional [outsourcing destinations](#). This included setting up centers in emerging markets and exploring hybrid models that combined onshore, nearshore, and offshore resources.

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