

Building Better Teams Closer to Home

Itel is changing the game in the outsourcing industry.

THE PANDEMIC-DRIVEN SHIFT TO

remote work and increased reliance on digital technologies, along with global talent shortages, has made getting needs met even more difficult for today's businesses. To fill gaps, companies have turned to business process outsourcing (BPO) organizations to provide technological and administrative services. While these organizations are helping meet evolving business demands, finding geographically co-located partners in which companies can place their trust and form adaptive relationships can prove challenging.

"People don't want to travel for two days to engage with their teams," says Yoni Epstein, CEO of Itel, a Jamaica-founded BPO. "Companies working with geographically distant BPOs can experience a lack of critical interactions and diminished responsiveness to needs."

Itel is a unique near-shore partner for its clients, who are predominantly located throughout the Americas. "We're a maximum of four hours' travel time from any of our clients," says Epstein. "They can visit and interact more regularly and resolve issues faster—that helps the partnership to be much stronger."

Itel bills itself as a "customer experience (CX) partner" as opposed

to merely a provider of a set of processes. "Over the years, we have evolved into a CX organization, focusing on the partner. It's not just a center where we hire 100 people and provide a service," says Epstein, reflecting on traditional call center approaches in the early 2000s. "By adding technology to provide more insights, making businesses more efficient, and making end-user experience better, we are adding exponential value."

While partner companies may find it a challenge to adapt to the rapid digital transformation, Itel is using this shift as an opportunity. "Digitization allows us to provide more insight and information to our clients," says Epstein. "Instead of having to host 10 focus groups, we have platforms where we can analyze and get insights immediately." In its Colombia-based innovation lab, for instance, Itel is prototyping different tools involving

big data and robotic process automation to develop cutting-edge solutions for partners.

While innovation is providing Itel's next-level services, Epstein says success wouldn't be possible without its employees. The company adheres to the motto that "employee experience [EX] = CX."

"When you offer employees good facilities, good engagement, and good support, they're going to put out the best for the customer," Epstein says. "That's how you achieve and excel against the competition." ■

To learn more about how Itel's solutions are transforming businesses, head to: itelinternational.com



CEO YONI EPSTEIN IN FRONT OF ITEL'S NEWEST SITE IN KINGSTON, JAMAICA. THE PURPOSE-BUILT FACILITY WAS DESIGNED TO SUPPORT THE MENTAL, SOCIAL, AND PHYSICAL NEEDS OF ITS EMPLOYEES.