

TOP 5

Truths and myths about offshoring

You may have some assumptions when it comes to offshored customer service solutions. But at Sigma Connected, we're proud to have been offering exceptional offshoring solutions with our expert team based in Cape Town, South Africa, for nearly 15 years.

That's why we're busting these top 5 myths about offshoring with some truths.

MYTH 1

Offshoring sacrifices service quality



The Truth

The quality of service offered by operators doesn't depend on geographical location but on employees' access to adequate training, their management and their affinity for helping people. That's why our colleagues in Cape Town have access to high quality training, experienced managers and are empowered to help customers.

MYTH 2

Offshoring lacks proper governance



All customer services providers must adhere to government and industry regulations, even when relying on offshore services. For example, Sigma Connected is FCA authorised. Furthermore, our Cape Town team works under exactly the same governance structure as our team in the UK.

The Truth

MYTH 3

Offshoring results in language and cultural barriers



The Truth

Sigma Connected hires customer service operators with excellent English proficiency. As well as this, we invest in high quality training to give our operators the skills to provide an empathetic and culturally mindful approach to all cases.

MYTH 4

Offshored operators can only handle simple tasks



Offshore customer service agents have been just as well trained as their onshore counterparts. This means they're able to provide support for different types of queries and problems, regardless of their complexity.

The Truth

MYTH 5

Offshoring is unethical or exploitative



The Truth

While offshoring provides the most cost effective choice for businesses, Sigma Connected has adopted an [Impact Sourcing](#) recruitment model. This provides locals from economically disadvantaged or marginalised communities with access to highly coveted, fulfilling career opportunities.