

CX Outsourcing: What It Takes to Win—and What It’ll Cost You if You Don’t

How to avoid the hidden costs of the wrong partner—and what to look for instead.

The cost of getting it wrong

Outsourcing is critical to modern CX strategy—but only when the partner fits.

70% of organizations say outsourcing is core to their CX strategy.*

But many still underestimate the operational and reputational risks of choosing the wrong partner.

A poor fit leads to:

Inconsistent customer experiences

Higher dispute volumes and compliance exposure

Long-term cost increases with little ROI

CX leaders now expect more than staffing support.

The new standard includes:

Built-in fraud, risk, and compliance capabilities

Strategic CX process improvement

Transparent outcomes and performance metrics

“Operational risk remains the most underestimated consequence of a poor outsourcing decision.” —Gartner

Key takeaway:

You’re not just outsourcing tasks—you’re trusting someone with your customer experience.

Stop merely operating. *Start elevating.*

Today’s BPOs should drive outcomes, not just manage overflow.

High-impact BPOs help brands:

Orchestrate smarter, multichannel CX journeys

Combine GenAI and agent support for speed and consistency

Cut friction without compromising quality

Top brands now view BPOs as transformation partners—accountable for delivering long-term CX gains across performance, compliance, and cost.

Key takeaway:

The right BPO is your performance partner—not a stop-gap vendor.

From vendor to *value driver*

A side-by-side look at what separates transactional BPOs from strategic CX partners.

Old-model BPO

- Just handles tickets
- Prioritizes cost-cutting
- Reactive, not proactive
- Generic agents with high turnover

High-impact BPO

- Improves end-to-end CX
- Prioritizes long-term performance
- Drives continuous improvement
- Skilled teams blending AI and human support

What to look for in a high-impact BPO

Use these tips to find a partner that delivers ROI from day one.

- Combines GenAI and human support for fast, personalized, compliant CX
- Offers deep industry and regulatory expertise
- Shares clear metrics—resolution times, CSAT, and fraud outcomes

Key takeaway:

The right partner reduces risk, improves outcomes, and maximizes ROI.

High-impact results

One of the largest U.S. digital banks worked with Ubiquity to overhaul its dispute operations, **recovering \$2.3 million in fraud losses and boosting productivity by 200%.**

Want to dig deeper?

Explore the trends, insights, and evaluation criteria in the Gartner® Market Guide for Customer Service and Support Outsourcing.

[Download The Guide](#)