Is Your Call Center Disaster Recovery Plan Effective?

Build an Effective Business Continuity Plan with a Call Center

Emergencies tend to happen when we least expect them. They are never scheduled on our calendars and they don't come with a countdown. One second, it's business as usual. Then, in an instant, you're in the middle of a global pandemic, a tornado, or a major malware attack.

Does your business have a documented plan to combat major financial losses in the event of a disaster? Preparation is key to avoiding facing a longer and more costly recuperation period than necessary. According to the Federal Emergency Management Agency, 40% of small businesses never reopen after a natural disaster. Another 25% that do reopen end up failing within a year.

Regardless of the size of your business or the industry, ensuring that you can reopen in the face of a disaster should be a top priority. While it's often impossible to predict when a disruption will occur, it is possible to get operations back up and running by creating an integrated business continuity plan.

With a disaster recovery plan that incorporates your outsourced call center, you can still provide excellent customer experiences even when emergencies happen. Read on to learn more about why you need a disaster recovery plan, the phases of emergency management, and what should be on a checklist for your call center partner.

Section One

Why You Need a Call Center Disaster Recovery Plan

Disasters can include:

- ⊘ Earthquakes
- ⊘ Floods
- ⊘ Tornadoes
- ⊘ Fires
- ⊘ Hurricanes
- ⊘ Volcanic eruptions
- ⊘ Acts of terror
- ⊘ Pandemics

According to Mercer, 51% of companies around the world have no plans or protocols in place to combat an emergency. With the wide variety of hazards a business can face, not having a disaster recovery plan can be an emergency in itself.

But not all business disruptions come from the outside. A study by Veeam, an IT company specializing in disaster recovery and data protection software, revealed that the average server outage is 78 minutes at a cost of $88,000 per hour. And 40% of servers suffered at least one outage each year.

Without a call center disaster recovery plan, your customers will be left in the dark and your teams will be disjointed. If customers don't receive communication that your company is experiencing an outage, they will likely become frustrated. They may even assume that you are ignoring their calls, questions, and needs. This does nothing to help your customer experience strategy.

Poor customer experiences often result from expectations not being met. According to HubSpot research, 90% of customers rate an "immediate" response as important or very important when they have a customer service question. 60% of customers define "immediate" as 10 minutes or less. If your servers are down for several days, your customers could easily seek assistance from a competitor in the meantime.

In short, neglecting to rally your team and build a disaster recovery plan can result in financial loss. Even worse, unhappy customers may use a competitor's product or service next time they have the need. However, working with a call center can be a huge advantage as you're scrambling to resume normal operations.

At Radius Global Solutions, our team is well-versed in the process of handling an emergency. When our online retail sales client's phone provider was attacked by malware during a busy holiday weekend, they needed a solution immediately. Otherwise, they could lose about $150k in phone sales per day based on historical data.

With their phone provider offering no immediate solution, the Radius team stepped in. Our call center agents put in 65 hours of overtime to assist the client with high call volumes and ensure their customers could place orders. As a result of our efforts, the client avoided losing hundreds of thousands of dollars in sales and gained lots of satisfied customers.

This type of emergency can happen to any business at any time. But with a proven contact center outsourcing provider, it's much easier to continue serving your valued customers as you work to resume operations.

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5 Phases of Effective Emergency Management

When disaster strikes, creating a plan with your call center will help offset the negative impact on your business – and reduce your stress levels in general.

These 5 phases of emergency management will help get your company back up and running in the face of unforeseen circumstances:

Prevention: Proactive steps taken to stop an incident from occurring in the first place. This can include creating an evacuation plan for your building or upgrading surveillance technologies.

Mitigation: Measures that reduce the negative impact of an unavoidable event. These measures can be structural or non-structural. A structural measure involves changing the physical structure of a building and its surroundings. This could mean adding a panic room to your office in the case of a natural disaster or an attack. A nonstructural measure would be a nontangible upgrade, such as amending building codes and zoning requirements to improve future occupants' safety.

Preparedness: Actions that improve your company's ability to respond when a disaster hits. This includes holding disaster training for employees, rehearsing fire drills and other emergency evacuations, and providing ongoing education to ensure all parties are well-versed in emergency management processes.

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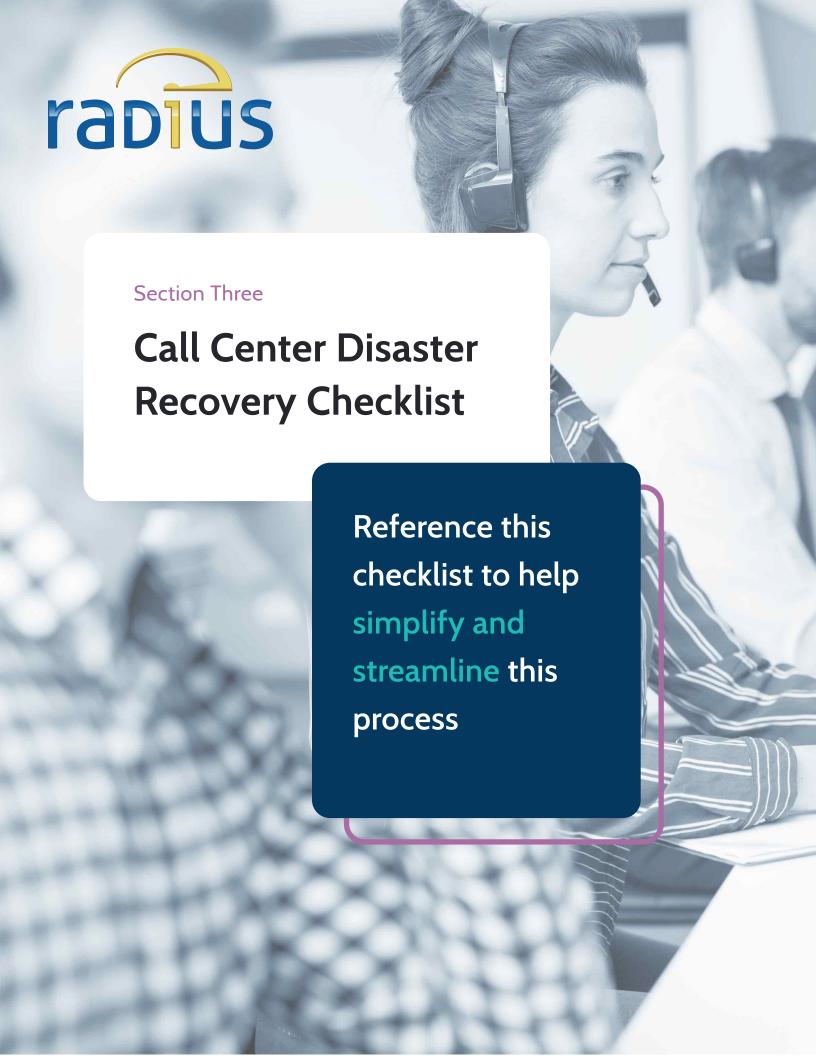
Response: Includes both long and short-term responses once the disaster occurs. This includes ensuring all members of your team are safe and minimizing the risk of property damage.

Recovery: Process of returning your business to conditions as close to normal operations as possible. Recovering can take days, months, or even years depending on the severity of the disaster. Recovery actions typically include offering financial assistance to those impacted, debris cleanup, and rebuilding of surrounding infrastructure.

Your ideal call center partner will have processes in place to help set expectations for your customers. That way, if your customers face delays or technical difficulties when attempting to interact with your company, they will know why.

Section Three

Call Center Disaster Recovery Checklist

Reference this checklist to help **simplify and streamline** this process

When an emergency does occur, there are a lot of moving parts that must be in communication with one another. All internal and outsourced teams must understand their disaster recovery roles in advance. Otherwise, recovery will be an uphill battle for your business and your call center partner.

☐ Determine safety procedures for your staff in the event of a natural disaster or medical emergency.

☐ Assign specific disaster response roles to members of your team.

☐ Conduct a business impact analysis that predicts the consequences of disruption on a business functions and gathers information needed to develop recovery strategies.

☐ Ensure that data security procedures can be followed if call center agents and internal staff are working remotely.

☐ Send out crisis communications to your teams, customers, vendors, partners, and any other relevant parties.

☐ Review potential risks and security breaches to avoid failing compliance obligations.

☐ Back up essential documents in the cloud.

☐ Take inventory of hardware and software.

Radius is Prepared to Serve as Your Outsourced Call Center

Outsourcing your call center operations will help your company avoid financial setbacks, unhappy customers, and compliance issues in the event of an emergency.

The best way to handle disasters is to be prepared for them in advance. By choosing a contact center provider with proven experience successfully handling disruptive events, your business will be well-suited to handle a variety of potential setbacks.

Contact Radius Global Solutions to learn more about how we collaborate with companies like yours to implement and execute effective, successful call center disaster recovery plans.

CONTACT RADIUS