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Demand for Outsourced Level 2 Technical Call Center Agents and Services Explodes

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By [Carolyn J Dawson](#), TMCnet Contributor

Caleris is one of the leading business process outsourcing (BPO) providers in America. The company recently announced that during the next 10 years, digital technology products and online services will double, which will result in a great demand for BPO agents. Caleris currently employs close to 350 BPO agents who work in its three rural Midwest locations.

Based on a recent report by analyst firm IDC, the US BPO market is expected to grow at a compound annual growth rate (CAGR) of 3.3%, reaching \$85.2 billion by 2015. Caleris believes that because of the extensive use of electronics and online services by both consumers and organizations, there will be a strong demand for BPO agents who have technical skills to solve complex problems that users of these electronics and technologies will eventually face.

Most BPO companies follow a common hierarchy when it comes to tech support. The general ranking system is based upon the level of complexity in support positions with Level 1 being the easiest and Level 3 being the toughest. Due to an increase in use of self help portals and the low cost of offshore hiring for Level 1 [tech support](#) jobs, there is now a bigger demand for [Level 2 support](#) positions, which is something that Caleris specializes in. Caleris also believes that there will be a significant increase in online games and services and also in electronic hardware and software as a service which will also contribute to the demand of Level 2 support.

[In a release](#), Rick Grewell, co-founder of Caleris said, "Electronics and online services may be making our lives easier, but they're also making it harder when they don't operate correctly and require customer support to remedy the situation. Over the next ten years the BPO industry will nearly double the amount of its workforce to handle the growing tide of electronics and technologies that will require technically minded individuals to help support customers of those items."

Caleris specializes in providing [inbound support services](#) such as technical support, customer care, corporate helpdesk, product support and Internet helpdesk. The company has a list of clients in a wide range of industries ranging from consumer electronics manufacturers to insurance companies. Apart from contact services, Caleris also provides user-generated content moderation for social media websites.

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Carolyn John is a Contributor to TMCnet. To read more of her articles, please [columnist page](#).

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