



20 Questions to Ask Your BPO Partner



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Here's something we're sure you have 100% clarity on—a BPO can help you reach your goals while lowering costs and reducing overheads whether you want your organization to scale or reduce your in-house services.

What's less clear is how to choose a partner that will create value for your customers and truly align with your company goals.

That's why we spent the time to put together questions to ask a potential BPO to help determine whether they're right for your business.

So, as you're interviewing potential partners, ask these following questions (and don't worry, we provide context as to *why* you're asking these specific questions!).



1 WHAT ARE YOUR CERTIFICATIONS?

Ask about their certifications to ensure a thorough understanding of what regulations and compliance procedures they have experience with. For example, IICRC S500 certified water mitigation specialists have the knowledge to identify cleaning, inspection, and restoration standards so they're able to develop estimates accordingly.

Write your notes here:

HOW WILL YOU WORK WITH US?

Your BPO partner should be someone who consults with you regularly and keeps you in the loop when issues arise. Ask them how they approach working as part of a team, how they collaborate with clients, and their policy on what happens when something goes wrong. A true partnership is one where transparency, honesty, and openness are valued, and all team members work together.

Write your notes here:

HOW WELL DO YOU KNOW MY INDUSTRY?

One of the advantages of working with a BPO is leveraging the expertise of highly qualified staff who have in-depth knowledge of your industry. For example, when dealing with auto claims, does your BPO understand the lack of technicians and complicated [advanced driver systems' impact on slowing down the claims cycle?](#)

Write your notes here:



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HOW WILL YOU SAVE MY COMPANY TIME/MONEY?

Your provider should be able to tell you what tools or technology they use to streamline processes or how they simplify complex processes. For example, web apps like Comsearch's [PhotoWrite](#) enable adjusters to assign an auto claim loss to customers through the app. This speeds up the process by making it easy for customers to complete details of their claims.

Write your notes here:

DO YOU DO 100% OF THE WORK IN-HOUSE?

There's always two ways of getting something done, in-house, or by hiring an outside contractor. A robust in-house team means more management oversight, accountability when problems arise, and stronger in-house knowledge. Your BPO partner will also have more insight into how often staff complete industry training, which is vital for the health of negotiation, clarity of claims written, and your overall partnership. Therefore, ideally, the BPO partner that you choose, should do 100% of their in-house.

Write your notes here:

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DO YOU HAVE ANY PARTNERSHIPS? IF SO, WHO DO YOU PARTNER WITH?

Partnerships allow your BPO to handle claims more quickly and efficiently and operate as a one-stop shop. Ask how their partnerships will benefit your claim cycle. Common auto claims partners work in salvage, estimating, and workflow systems. Make sure to ask your potential partner how they've expanded their offerings through partnerships of their own.

Write your notes here:

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HOW DO YOU ENSURE YOUR STAFF REPRESENTS OUR BUSINESS WELL?

A good provider will consult with you on *your* tone of voice, brand values, and overall mission so they can ensure they emulate your brand's qualities when communicating with your customers and negotiating on your behalf. They should make a point of understanding really who you are as a company and what your goals are so you can fully trust them to be a representation of your company.

Write your notes here:

ARE YOU FLEXIBLE, AND CAN YOU SCALE EASILY?

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Scaling requires your BPO partner to ramp up their core operations quickly. Ask about how agile they are and how quickly they can expand and contract operations to respond with you. Look for a partner who is comfortable working in a way that suits your team best.

Write your notes here:

HOW DO YOU USE AI TO KEEP UP WITH INDUSTRY TRENDS?

AI-assisted processing can speed up the estimation and claim cycle. However, look for a provider that balances AI with human expertise to ensure higher accuracy rates. For example, AI-produced estimates on their own can be limited, but when combined with a dedicated APD expert, your cycle times will be accelerated without compromising quality.

Write your notes here:

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WHAT EXPERIENCE DOES YOUR STAFF BRING TO THE PARTNERSHIP?

Make sure you partner with a BPO that hires experienced staff and values their ongoing training. For example, for auto and property claims, look for seasoned property claim and auto repair experts who complete extensive training in technical appraisal and electronic estimating.

Write your notes here:

WHERE ARE YOU LOCATED?

Choosing a partner that is the right size can make all the difference. A local partner makes organizing workflow, scheduling meetings, and troubleshooting issues much more effortless. However, a partner that can provide coverage for areas of your business across the country is even more ideal.

Write your notes here:

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DO YOU HAVE HIGH STAFF RETENTION?

Finding a provider with good staff retention should be a priority. High staff retention signifies an investment in their staff and a great working culture, which will most likely be easily translated to a great partner relationship. Long-term staff bring a depth of experience to the BPO that will improve your procedures. Take note of whether your chosen provider highlights the experience of their staff on their social media accounts or website.

Write your notes here:

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HOW DO YOU ENSURE YOU ARE DELIVERING QUALITY?

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Write your notes here:

AM I LOCKED INTO AN ONGOING CONTRACT FOR YOUR SERVICES?

Every BPO is different, so make sure you look for a company that offers the flexibility of partnership through project-based work and on-going partnership work. This way, you'll not only be able to ensure the BPO you chose is a right fit for you, but you'll be able to manage your budget and workflow without being locked into a contract you can't get out of.

Write your notes here:

HOW CAN YOU IMPROVE MY AUTO CLAIMS PROCESS?

Auto claims can take a long time to process, especially as the supply chain is affecting the entire world, let alone our insurance industry. Look for a partner who is utilizing new technologies to improve auto claims processing times and accuracy. Services like AI Complete combine the speed of AI with the incredible customer service and accuracy of the human touch to be able to process auto claims in record speed.

Write your notes here:



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HOW DO YOU APPROACH THE SUBROGATION PROCESS?

Outsourcing subrogation to a BPO is a good alternative to having your staff adjusters review and settle subrogation demands. Make sure you look for a team that focuses solely on adverse subrogation demands, as their experienced adjusters will be able to identify negotiable items faster and more accurately.

Write your notes here:

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HOW DO YOU DEAL WITH FIXED PROPERTY CLAIMS?

Your BPO provider should have the in-depth knowledge to easily take on complex claims. For example, do they have fixed property experts on staff that can negotiate with utility companies and municipalities, property and landscape claims, and structural damage claims that often take in-house staff a lot of time?

Write your notes here:

CAN YOU USE MY SOFTWARE AND SYSTEMS?

A flexible provider can operate on a range of systems. Look for a BPO that can work with your systems or the industry's leading estimating systems from assignment to closure. This will allow for better collaboration and give you better oversight of their work.

Write your notes here:

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HOW CAN YOU IMPROVE MY PROPERTY CLAIMS PROCESS?

A partner that prioritizes using technology to review, evaluate, and obtain an agreed price on your property damage estimates, is key. [ProCheck Property](#) is a proven industry tool that ensures accurate estimates and company guidelines, like correct labor charges and securing damage supports, are always followed.

Write your notes here:

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WHAT TYPE OF BPO MODEL DO YOU OPERATE?

A traditional BPO model outsources tasks to alleviate workforce shortages, while a transactional model improves workflow and processes to create operational efficiencies. Look for a provider that operates on a strategic BPO model as they will focus on improving your operations as a whole.

Write your notes here:

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COMSEARCH:

A True Partner

Looking for a BPO partner that works as an extension of your team? Comsearch combines a comprehensive portfolio of services and in-depth industry knowledge with innovative technology that makes managing auto and property claims easier. As your trusted claims advisor, partner, or team extension, we focus on improving the claims process and creating solutions that enhance the customer experience. Stay ahead of the competition without compromising on accuracy.

Reach out to us if you want to hear our answers to these questions to potentially partner together!



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