

YOUR ROADMAP

to Capturing the Chinese Market



INTRODUCTION

China is on a rapid rise towards economic supremacy, and businesses aiming to captivate the country's power consumers and the rest of the Asian market shouldn't be anywhere else but at the forefront of China's climb.

Leveling with—and possibly surpassing—economic giants like the US and Japan in terms of consumer spending, China is seen by experts as an important catalyst for shaping the world's future. The Chinese people's newfound capacity to afford luxury goods from anywhere in the world has allowed many industries to flourish in and out of the country. Foreign brands indeed play an integral role in China's ongoing commercial evolution, and they are similarly the ones that will largely benefit from the dynamic market.

However, the country's consuming power does not give every brand the guarantee to successfully penetrate its burgeoning economy, much less the Asian economic arena. There are consumer behaviors unique to the Eastern hemisphere that not many businesses are able to fully grasp or even keep up with. What are those demands, and how can your customer support strategy satisfy those in order to successfully plant a brand in Asian soil?



What ignited China's consumption power?

Among many milestones, one of China's latest contributions to the world's economy is how it helped global consumption grow more than any other nation from 2011 to 2013. This country housing the largest human population in the world did not achieve feats like this overnight; international investments and wage hikes are actually the long-term results of foreign investment and reform laws implemented decades ago.

Implementing reform laws and boosting the people's interest in consumption led China to take a massive shift from saving to spending.

Additionally, the country's leaders aimed to boost the people's interest in consumption by increasing budgets for healthcare and pensions, which are high demands among China's aging population. With these already provided for, families are able to fill up their savings faster and have one less worry for the future. The ultimate result: a massive shift from saving to spending.

Who's gaining from all of these?

CNN Money named six industries that are poised for immense growth due to Chinese consumption.

1. **FOOD AND BEVERAGE** - Foreign brands are winning the race by marketing premium goods to the growing middle, upper class, and expats.

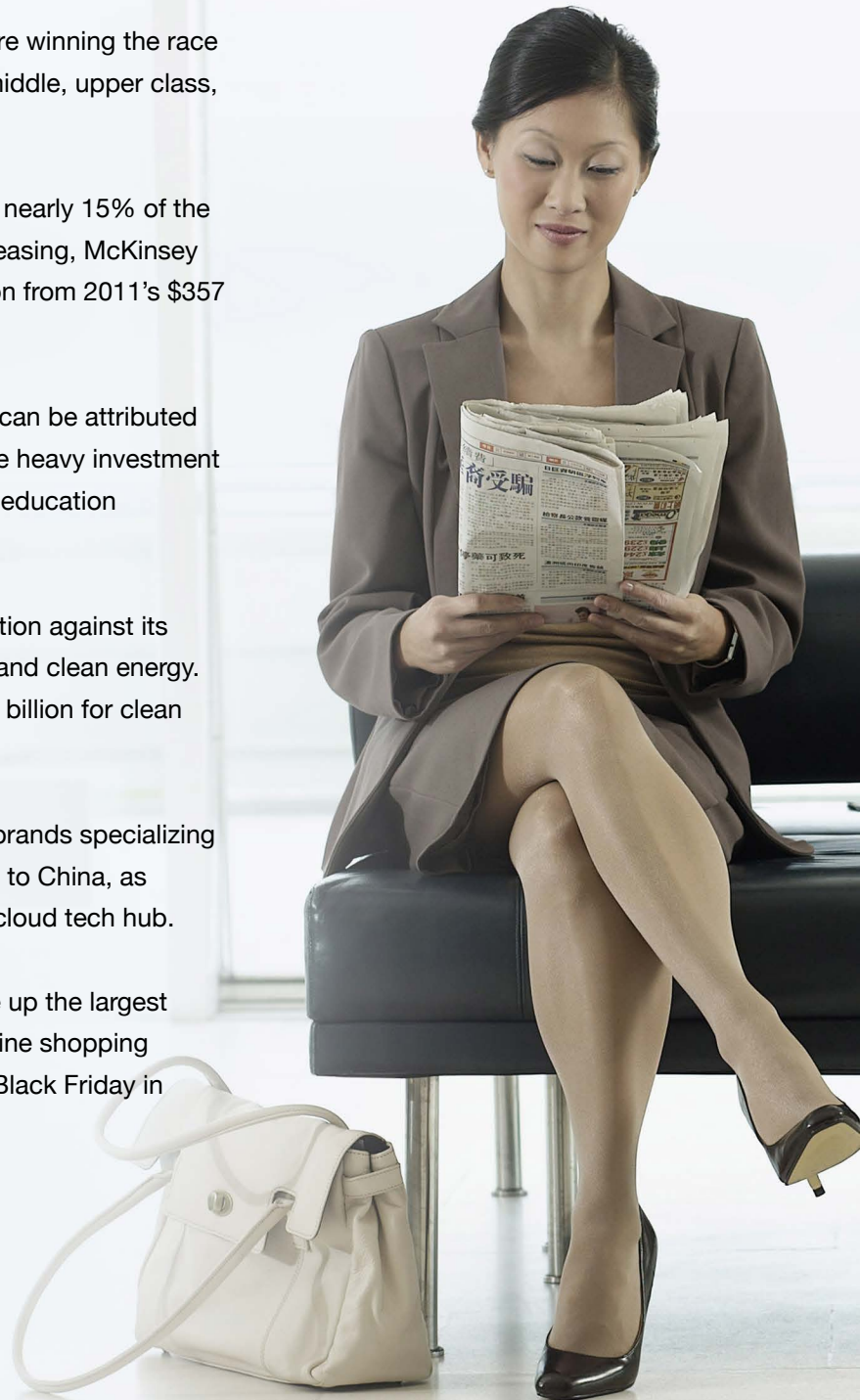
2. **HEALTHCARE** - Senior citizens account for nearly 15% of the Chinese population. With the rate steadily increasing, McKinsey foresees China's healthcare spending to balloon from 2011's \$357 million to \$1 trillion in 2020.

3. **PRIVATE EDUCATION** - Another trend that can be attributed to the growing middle class phenomenon is the heavy investment in private schooling, particularly Western-style education programs and English-language trainings.

4. **CLEAN TECHNOLOGY** - China is taking action against its pollution problems by investing in sustainable and clean energy. In 2012, the country spent a record-high \$67.7 billion for clean tech.

5. **CLOUD COMPUTING** - International giant brands specializing in cloud services have made expansion moves to China, as experts are seeing the market's potential as a cloud tech hub.

6. **E-COMMERCE** - The Chinese people make up the largest e-commerce market in the world, trumping online shopping records of the biggest sales events, including Black Friday in the US.






Fastest Growing Industries in China: Retail, Fashion, Tourism

These are only some of the many industries that are estimated to flourish in China. Outside the country, there are already thriving sectors that Chinese consumers keep healthy through their spending

Luxury goods, for one, are sought after by Chinese shoppers, who outpaced their Japanese and American counterparts in the luxury market race. In 2013, 29% of the total high-end purchases came from China.

Meanwhile, fashion enthusiasts are wise and conscientious about their choices. Chinese consumers would rather buy branded clothing and cosmetics in bulk when traveling abroad in order to avoid higher markups and counterfeits in the mainland.

The preference of China's big spenders for quality and established global brands paved the way for a boom in the air travel industry in the past few years. A report released in 2014 by investment banking company CLSA even predicted that the number of Chinese tourists—the biggest shoppers abroad—will double to 200 million annually by 2020 while their spending will triple around that same time.



Keeping up with Chinese consumers

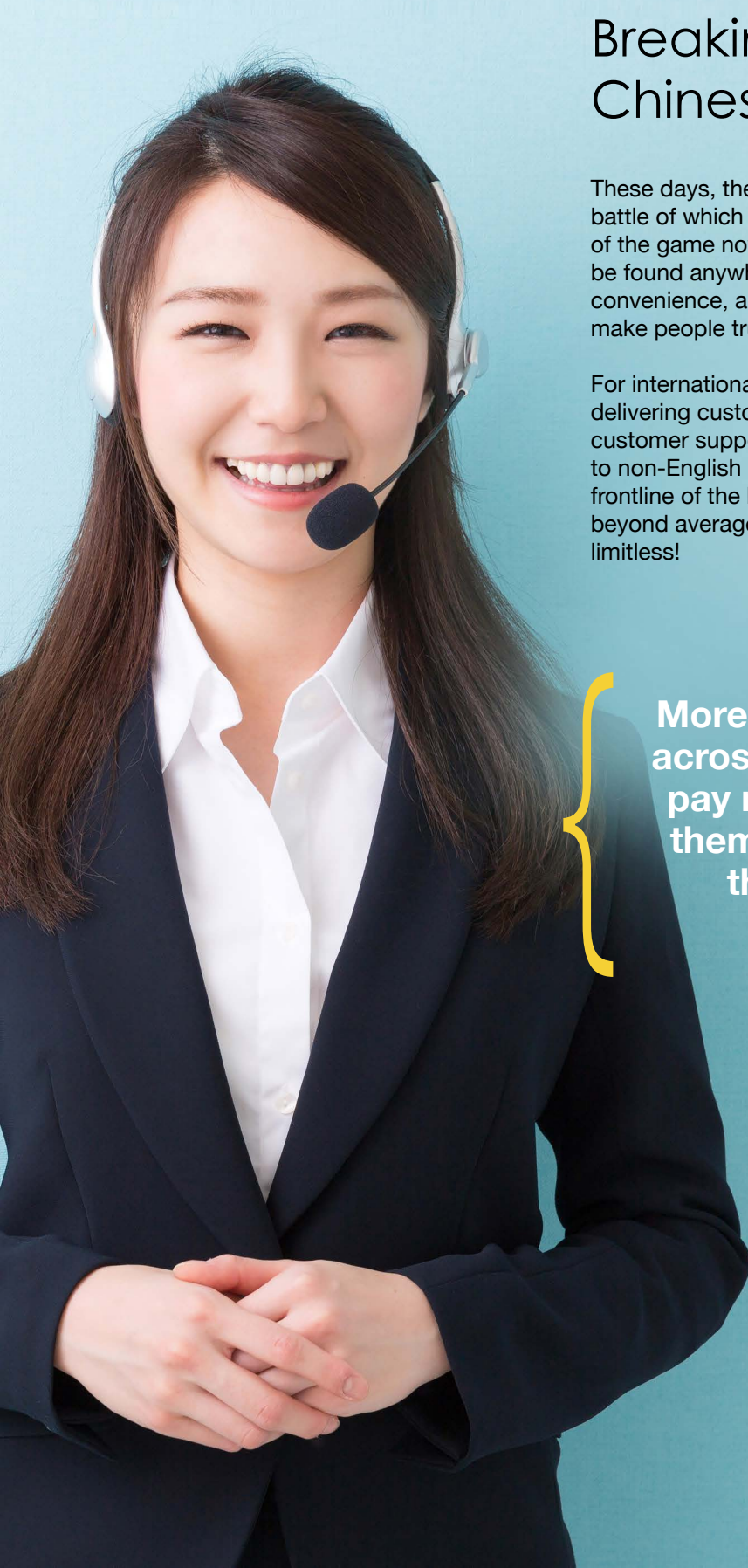
Chinese consumers have a high regard for many things Western, from the food on their tables to the clothes on their backs and the gadgets they use. They are also big on interactive, digital commerce. In order to make the Chinese notice your brand, your business must be two things: global and web-based.

Making them stay, however, is an entirely different story. Chinese people, like the majority of Asian consumers, prefer Western brands over local competitors, but it's not simply because they're after foreign tastes. It's a company's global image that attracts Asian buyers, not simply its origin.

The radical economic change that today's Chinese grew up with is also heavily reflected in their consumer culture. Market research firm Mintel stated that it's hard to establish a strong brand loyalty with Chinese shoppers, as they are very particular. With more than 75% of the consuming population willing to try new brands and switch between competitors, it's no surprise for top brands to lose a significant portion of their customers within a short span of time, as revealed by consulting firm Bain.

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The common occurrence of brand-hopping made advertising and marketing vital for businesses wanting to make it big in territories where Chinese markets concentrate. They have to market their international appeal and keep pace with the public's fast-changing standards—initiatives that come with a soaring cost.



Breaking barriers through Chinese customer support

These days, the customer service competition is no longer a battle of which brand has nicer representatives. Staying ahead of the game now requires you to give something that can't be found anywhere else. Adding the elements of surprise, convenience, and novelty to your customer service is what can make people truly love your brand.

For international businesses operating in Asia, this means delivering customer service that stands out. Multilingual customer support not only makes your brand more welcoming to non-English speaking customers, it also puts you on the frontline of the highly competitive Asian market. If you go beyond average customer expectations, the rewards will be limitless!

More than 50% of consumers across the globe are willing to pay more if a business gives them product information in their native language.

- Common Sense Advisory

When do you need Chinese customer support?

Having multilingual customer support options available for your international customers can be your way of strengthening your relationship with them. But what exactly are the specific indications that your business is ready to upgrade its branding and customer service strategies and become multilingual? If your organization falls under any of these qualifications, then it's time to step up your game by providing Chinese customer support.

- **You operate in Chinese-speaking regions.**

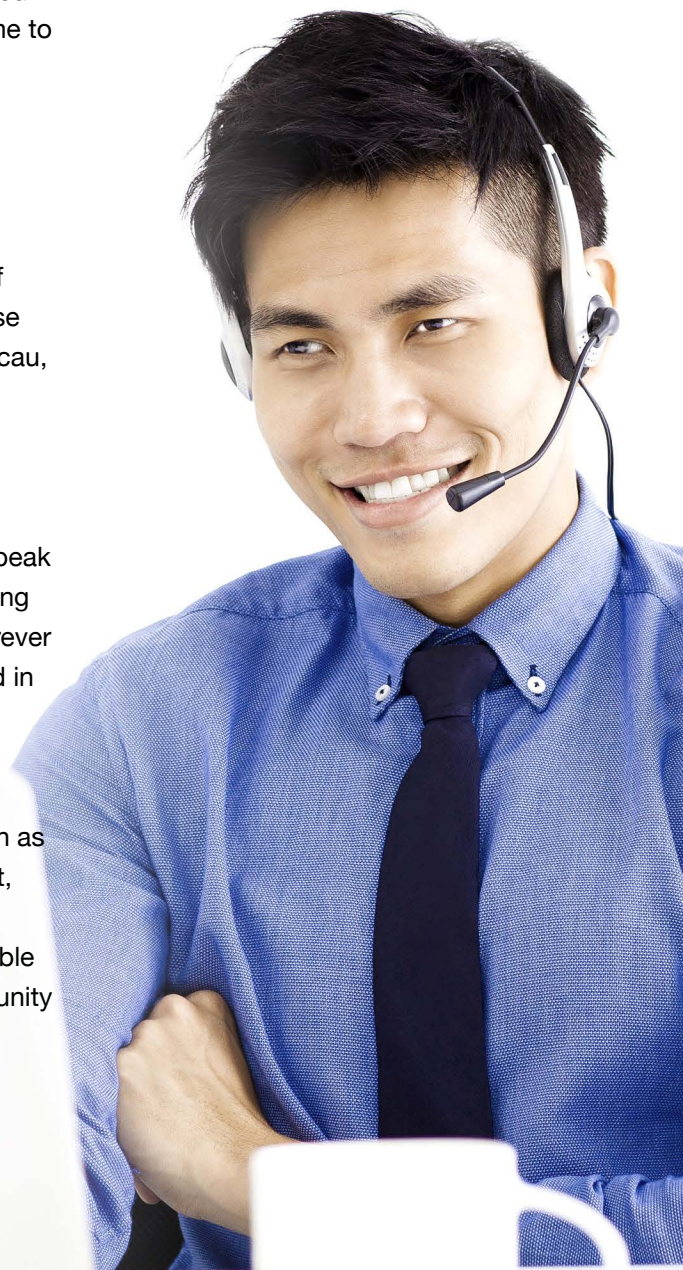
Any business wanting to expand its reach in Asia would consider Chinese-speaking regions as highly promising target markets. Imagine how much your customer base could grow if you deliver services in Mandarin, Cantonese, and other Chinese language variations to customers from China, Hong Kong, Macau, Singapore, and Taiwan.

- **You want to be globally competitive.**

High-end products and services are not the only demands of modern customers. You also need to go where they are and speak their language. Going multilingual can be your way of surpassing the meticulous expectations of your Chinese customers. Wherever your customers may be, they can now interact with your brand in the language that is most comfortable to them.

- **You engage with customers online.**

If you created an online platform for your global business, such as a website, a blog, an Internet forum, or a social media account, chances are, your online audience consists of non-English speaking individuals. Customer support must be readily available not only in the communication channel that your online community members prefer, but also in the language that they speak.





Where a Chinese customer support partner can take you

When customers reach out to inquire about a product, place an order, or ask for technical assistance, your goal must always be to provide customer support that will exceed their expectations. If a Chinese-speaking customer can't be given assistance properly because of language barriers, you fail in meeting one of the most important demands of your customers – convenience.

This is why many businesses that are exploring opportunities to expand in Asia turn to call center solution providers. Partnering with an offshore multilingual call center can be your way of establishing a stronger connection with your Chinese customers. What do you get as a result? Here's a list of what's in store for you.

HIGHER CUSTOMER SATISFACTION

Having Chinese call center representatives who can understand and assist your customers shows that your brand actually cares. When people see that you care for them, their appreciation can translate to stronger customer loyalty and higher customer satisfaction levels.

STRONGER MARKETING STRATEGY

Not investing in customer service means neglecting an essential component of your brand's story. Branding is all about building an image that a customer would think of upon seeing your company's logo or name. Improving the kind of interaction your company has with its clients can be your branding message to them and your strategy in attracting more prospects.

BETTER SALES PERFORMANCE

Making sure that all product and service inquiries are responded to effectively increases your chances of gaining more clients. Efficient customer support prevents your customers from looking for other brands that can give them localized assistance. With China being an economic superpower, it isn't hard to imagine how having a strong connection with the high-spending Chinese market can help increase your bottom line.

Taking the next step

Open Access BPO, a leading provider of multilingual business solutions, can become your partner in expanding your business in Asia. Operating from Taiwan, the Philippines, and the United States, our company has successfully gathered the finest call center resources that your global business needs, including a rich pool of highly-skilled Chinese-speaking professionals, to take care of your Chinese customers.

Our Chinese call center representatives can assist your customers 24/7 using three different channels: phone, email, and live chat. They can also help you manage and moderate the content of your digital properties, such as social media accounts and websites. All of these services can be delivered using English or any of the Chinese language variations, including Mandarin and Cantonese.

Now more than ever, it's time to take advantage of the overwhelming promise that the Asian market has to offer. The question is: How do you upgrade your global branding strategy and become effective in gaining the trust of Chinese-speaking customers?

Many businesses compete for the attention of the high-spending Chinese market, but only those who give globally competitive customer service can truly stand out. Partner with Open Access BPO now and let us help you become a champion in delivering Chinese customer support to your clients.





OPEN ACCESS
BPO

ABOUT THE COMPANY

Founded in 2006, Open Access BPO is an offshore solutions firm that specializes in providing premium call center and customer support options to businesses worldwide.

Headquartered in San Carlos, California, the company currently has more than 600 employees operating out of its facilities in the Philippines and Taiwan.

Open Access BPO also offers a wide array of customer support solutions in the following languages:

- Arabic
- Bahasa Indonesia
- Bahasa Malaysia
- Cantonese
- Dutch
- English
- Farsi
- Filipino / Tagalog
- Finnish
- French
- German
- Greek
- Hebrew
- Hungarian
- Italian
- Japanese
- Korean
- Mandarin
- Norwegian
- Polish
- Portuguese
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Vietnamese

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