

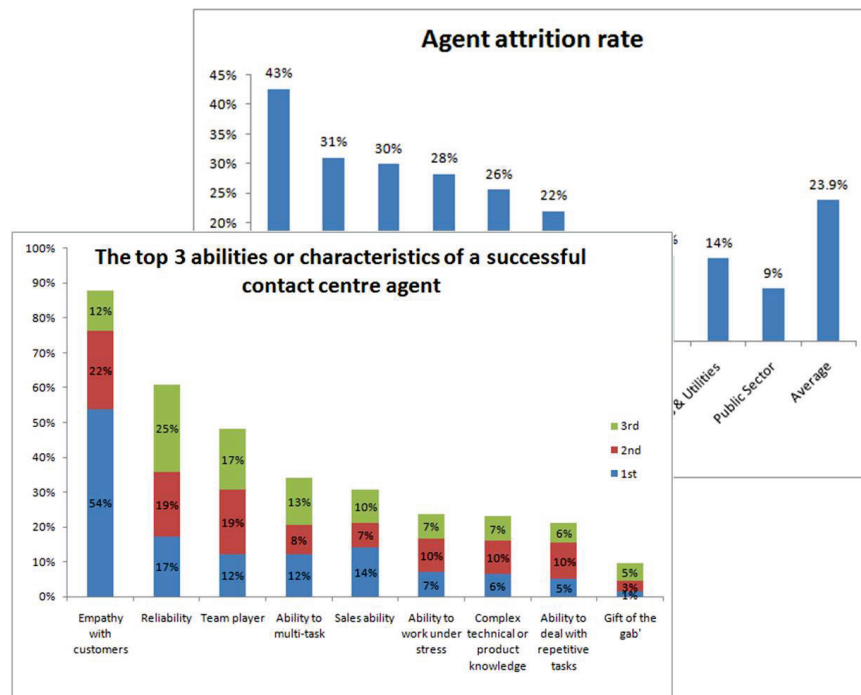


THE CONTACT CENTRE INDUSTRY EXPERTS

THE UK CONTACT CENTRE DECISION-MAKERS' GUIDE

7th edition (2009)

Benchmarking - HR - IT - Strategy - Solutions



- The 7th edition of the largest annual study of the UK contact centre industry
 - Find solutions to your contact centre's challenges
 - Compare yourself directly to your competitors
- HR, performance, strategy, operations and technology issues fully covered
 - Over 200 UK contact centres interviewed

Published Autumn 2009

What can I gain from reading this report?

The **UK Contact Centre Decision-Makers' Guide** is the largest and most intensive study of the industry available, with results and analysis drawn from extended interviews with over 200 contact centres.

The report is focused on providing top-quality, fact-driven advice and information to senior contact centre decision-makers tasked with improving operations and driving strategy as well as providing performance-related information to line management.

As such, the **UK Contact Centre Decision-Makers' Guide** contains the detailed performance metrics and HR measures (salaries, attrition, absence etc) that operational management need to do their jobs.

Readers can benchmark their operations against their competition in the same vertical market, of similar sizes and activity types and even in the same region and type of location. The cost of the report is a tiny fraction of what a bespoke benchmarking project would cost.

This year, the report is structured to address the 7 major issues that the contact centre industry is constantly having to address, and suggests actual solutions to these commercial and operational challenges:

Improving Quality and Performance

- ❖ What is quality?
- ❖ Quality and performance management techniques
- ❖ Customer satisfaction and complaints
- ❖ Training & coaching techniques and costs

Maximising Efficiency and Agent Optimisation

- ❖ Contact centre performance metrics
- ❖ Occupancy; call duration; call abandonment; speed to answer; first call resolution; call transfers; cost per call
- ❖ Budget: past changes and future plans for Opex and Capex
- ❖ New ways of working: virtual contact centres, homeworking, telecottages, the enterprise as contact centre
- ❖ IP, CTI and convergence
- ❖ The unified desktop
- ❖ Voice biometrics
- ❖ Workforce management
- ❖ Headsets

New Media and the Customer of the Future

- ❖ Multimedia, blending and the Universal Queue
- ❖ SMS, text chat, video and IVVR
- ❖ Self-service: speech recognition and touchtone IVR
- ❖ The role of social networking in customer service
- ❖ The customer of the future

Increasing Profitability

- ❖ CRM, cross-selling and upselling
- ❖ Hosted and managed solutions
- ❖ Outbound automation

Choosing a Location

- ❖ Ratings by region
- ❖ City centre vs business park vs rural

HR Management

- ❖ Attrition and its causes
- ❖ Absence
- ❖ Recruitment techniques
- ❖ What makes a good agent?
- ❖ Salaries and bonuses

Strategic Directions

- ❖ Outsourcing
- ❖ Planned expenditure
- ❖ Pressing managerial issues
- ❖ Future trends
- ❖ The contact centre in 5 years' time



Who should read this report?

Contact Centre / Customer Service / Operations Directors:

- Understand how you match up to your competition
- See which solutions can support your strategy and address your challenges
- Set performance metrics and understand their importance

Contact Centre Management:

- Benchmark your performance against other operations
- Address key pain points in HR, operations and IT

HR Management:

- Compare market rates for salaries
- Understand industry-wide attrition and absence statistics
- Quantify training and recruitment costs and understand key issues

Who are ContactBabel?

ContactBabel are the contact centre industry experts. If you have a question about how the industry works, or where it's heading, the chances are we have the answer.

The coverage provided by our massive and ongoing primary research projects is matched by our experience analysing the contact centre industry. We understand how technology, people and process best fit together, and how they will work collectively in the future.

We help the biggest and most successful vendors develop their

contact centre strategies and talk to the right prospects. We have shown the UK government how the contact centre industry will develop and change in our country. We help contact centres compare themselves to their closest competitors so they can understand what they are doing well and what needs to improve.

If you have a question about your company's place in the contact centre industry – whether you're a vendor or contact centre operator - we can probably help you.

Email: info@contactbabel.com

Website: www.contactbabel.com

Telephone: 01740 629835

How much does the report cost and how do I purchase it?

In past years, ContactBabel's annual industry report has cost close to £1,000. However, we are now able to offer this report to the contact centre industry for a fraction of its original price.

The report is available as a PDF, sent either electronically or on a CD.

Please call us on **01740 629835**: we accept major credit cards.

Alternatively, please fill in the form on the back page and post it to us along with a cheque for the full amount made payable to "ContactBabel".

If you prefer, we can invoice you.

More information, including a free extended Executive Summary is available from our website:
www.contactbabel.com



THE CONTACT CENTRE DECISION-MAKERS' GUIDE

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