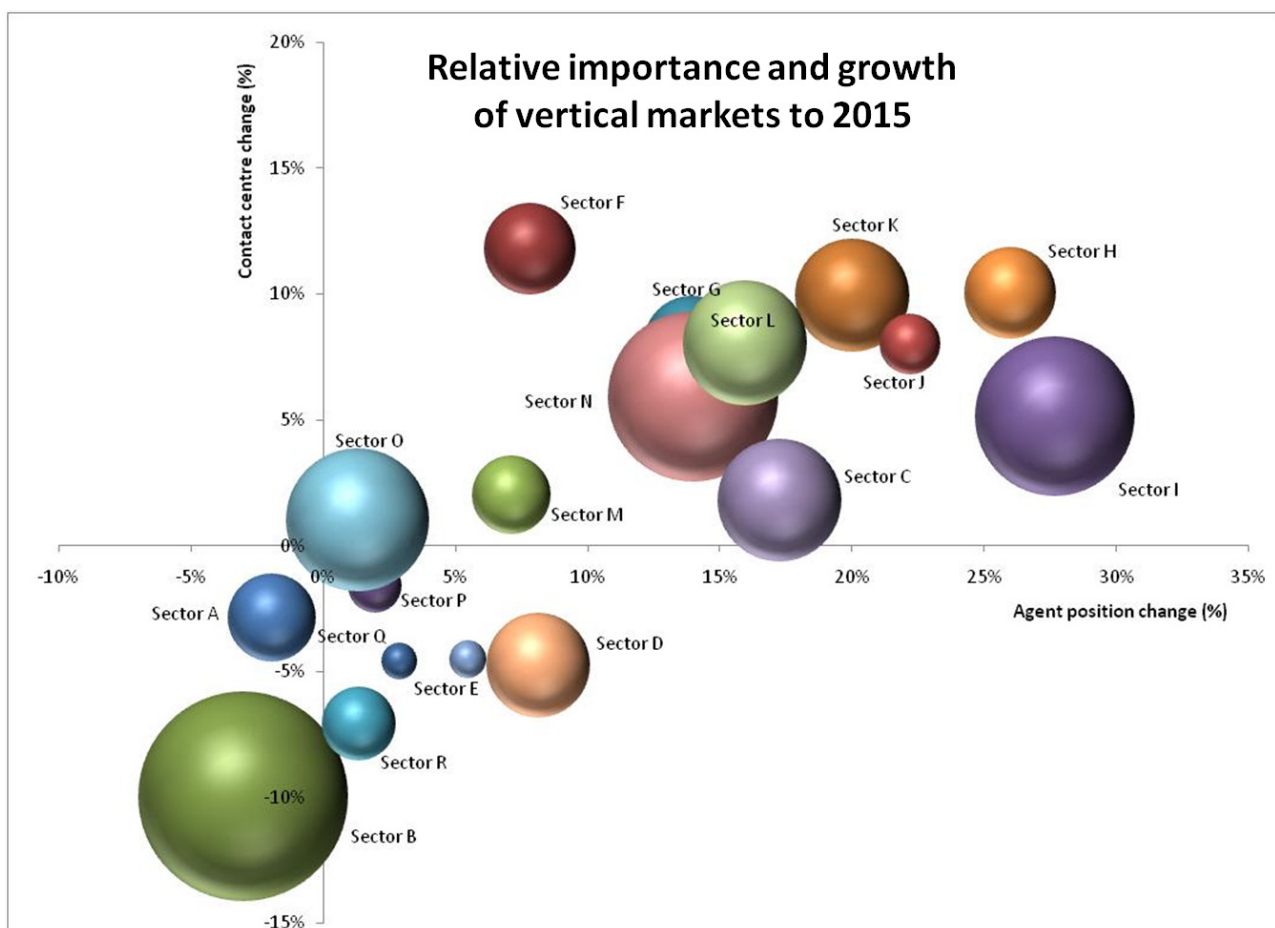


UK CONTACT CENTRES IN 2012: THE STATE OF THE INDUSTRY

9th edition

The reality of the industry today - and in the future



- The largest primary research study of the UK contact centre industry: 3,500+ operations analysed
 - Segmented by 15 vertical markets, 9 size bands and 12 regions
 - Robust and accurate data upon which to base your business plans
 - Forecasts of the industry until end-2015
- What are contact centres spending their post-recession budgets on?
 - Published January 2012

What can I gain from reading this report?

Now in its 9th year, “**UK Contact Centres in 2012: The State of the Industry**”, provides the most up-to-date and accurate picture of the UK contact centre market available.

With **dozens of charts and data tables**, “**The State of the Industry**” provides hard data upon which you can base your commercial decisions with confidence. Data are **segmented by vertical market, contact centre size and region** to give you the fullest and most accurate view of your market.

This year’s report moves beyond the effect that the global recession has had on the industry, and looks at which market sectors are growing, and which the downturn has hit hardest.

The report is divided into 8 sections:

Market Sizing

- ❖ Measures the number of contact centres by:
 - contact centre size
 - vertical market
 - vertical market within size bands
- ❖ Measures the number of agent positions by:
 - contact centre size
 - vertical market
 - vertical market within size bands
- ❖ Average contact centre size by vertical market

Geographical Location

- ❖ Agent positions by region
- ❖ Contact centres by region
- ❖ Average contact centre size by region

Employment

- ❖ Contact centre employment by vertical market
- ❖ Predicted net change in jobs 2011-2015 by vertical market
- ❖ Contact centre employment by region
- ❖ Employment forecasts by region, 2011-2015
- ❖ Employment by contact centre size

Market Forecasts to 2015

- ❖ UK contact centres, 1995-2015
- ❖ UK agent positions, 1995-2015
- ❖ Vertical market forecasts, contact centres in 2015
- ❖ Vertical market forecasts, agent positions in 2015
- ❖ Vertical market commercial drivers
- ❖ Drivers for change, by vertical market

Inbound and Outbound Calling

- ❖ Activity by contact centre size
- ❖ Activity by vertical market
- ❖ Outbound agent position figures by contact centre size and vertical market
- ❖ Types of outbound calling by contact centre size
- ❖ Types of outbound calling by vertical market
- ❖ The effect of legislation on outbound calling
- ❖ The role of mobile telephony on outbound calling

Multisite Contact Centres and Homeworking

- ❖ Multisite contact centres by vertical market
- ❖ The virtualisation of multisite contact centres by vertical market
- ❖ The virtualisation of multisite contact centres by contact centre size
- ❖ The benefits found by virtualisation
- ❖ Stated inhibitors to virtualisation

Multimedia, Web 2.0 and the Customer of the Future

- ❖ Contact centre inbound interactions by channel, 2006-2011 (email, voice, self-service, multimedia etc)
- ❖ Inbound interactions that are email, by vertical market
- ❖ Predicted contact centre inbound interactions by channel, 2006-2015
- ❖ Relative changes in inbound channels

Contact Centre Strategy and Investment Trends

- ❖ Investment priorities in 2012, by contact centre size
- ❖ Investment priorities in 2012, by vertical market

Who is ContactBabel?

ContactBabel is the contact centre industry expert. 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. 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 help you.

Written by **Steve Morrell**, the prominent industry expert and co-author of the DTI report on UK contact centre competitiveness, **"UK Contact Centres in 2012: The State of the Industry"** is available in soft-copy **PDF** or **Word** formats.

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

"UK Contact Centres in 2012: The State of the Industry" costs **£1,095 + VAT**

- ❖ For the fastest delivery, please call us on **01740 629835** to pay by credit or debit card.
- ❖ Alternatively, fill in the form on the back page, and email, post or fax it to us.
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BONUS REPORT

Purchasers of "UK Contact Centres in 2012: The State of the Industry" will also receive a PDF copy of "The UK Contact Centre Decision-Makers' Guide", the largest in-depth primary research survey of UK contact centres available.

Containing 300 pages and over 200 charts and tables, the **UK Contact Centre Decision-Makers' Guide** looks in depth at operational, performance, HR and technological data to provide an unrivalled view of industry performance. The report includes chapters detailing:

- ❖ IP and call handling
- ❖ Contact centre performance metrics
- ❖ Self-service
- ❖ Multimedia
- ❖ Outbound and call blending
- ❖ Quality and customer satisfaction
- ❖ Contact centre strategy
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- ❖ Virtual contact centres

UK Contact Centres in 2012: The State of the Industry

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