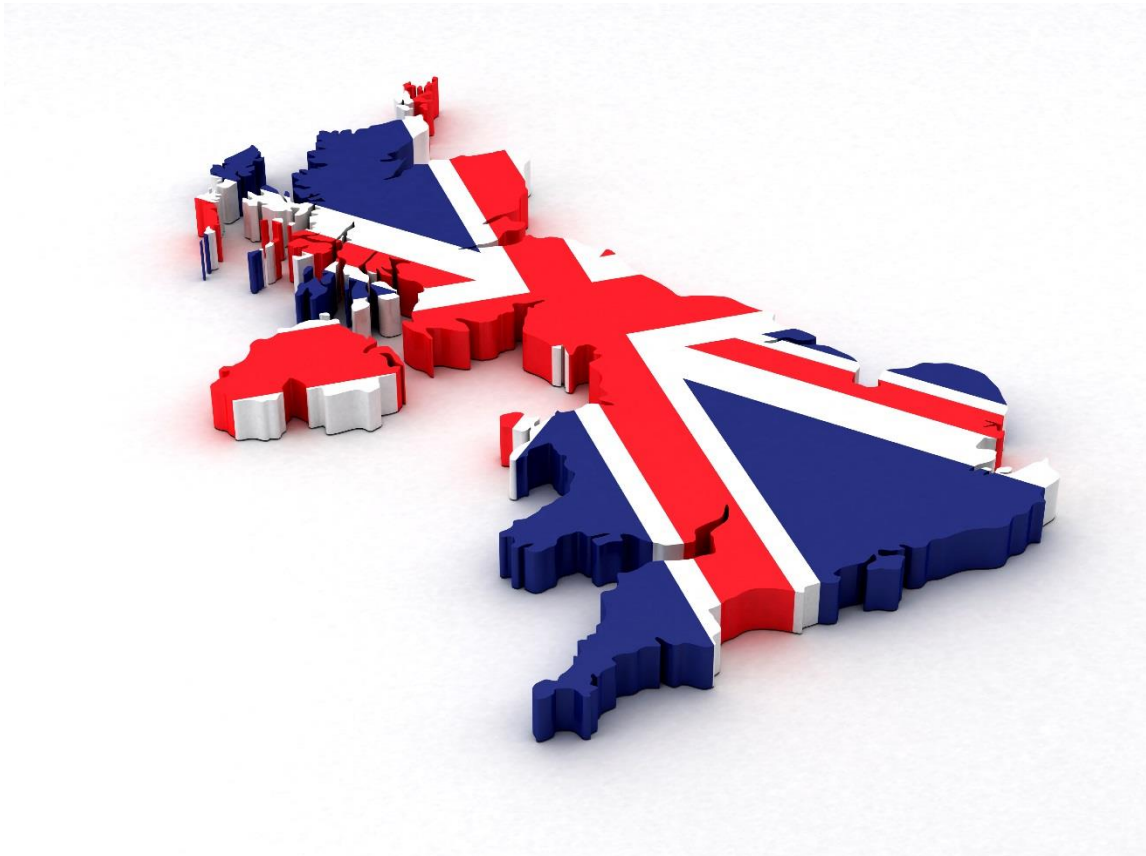




UK CONTACT CENTRES: 2016-2020

THE STATE OF THE INDUSTRY & TECHNOLOGY PENETRATION
(13TH EDITION)

THE REALITY OF YOUR MARKET TODAY - AND IN THE FUTURE



Market sizing: 4,000+ UK operations analysed, with market segments tracked over 13 years

Detailed segmentation: 15 vertical markets, 7 size bands, 12 regions

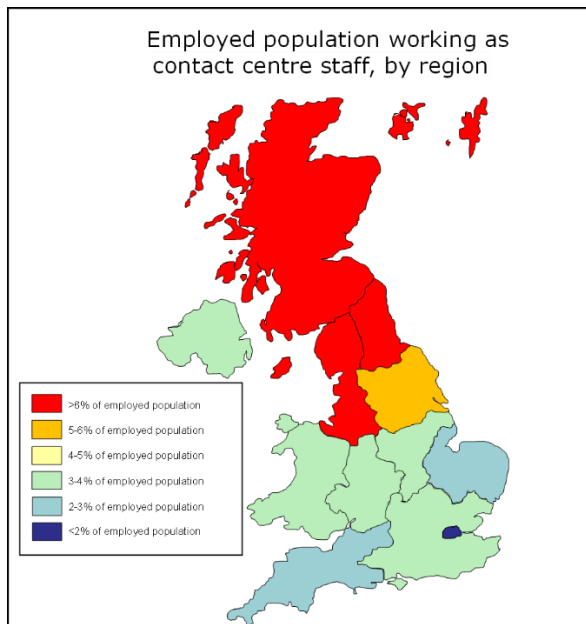
Forecasts until 2020 for agent positions, contact centres, jobs and technology penetration

Technology penetration rates: 15 technologies, by vertical and size band with forecasts

Key findings

There are 6,200 contact centres in the UK, with 734,000 agent positions.

After the UK contact centre industry's decline in 2009 - both in terms of contact centres and agent positions - 2011 - 2014 saw a steady increase after 2010's tentative growth, with this year seeing a lower rise in headcount and operations.



Large contact centres (with over 250 agent positions) employ around half of all contact centre staff, despite only accounting for less than 9% of physical contact centre sites.

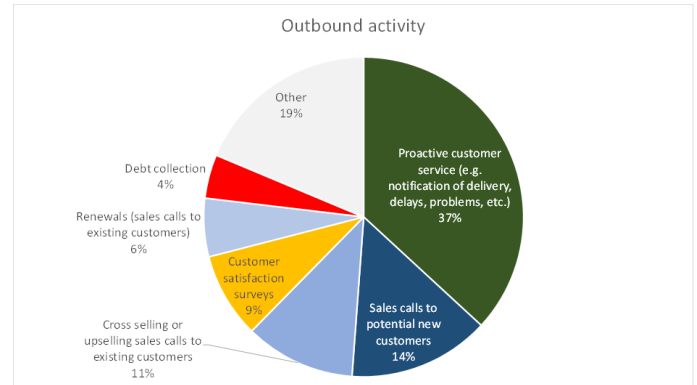
The finance industry is the largest employer, with over 212,000 contact centre jobs in the sector.

Over 4% of the UK's working population are employed in contact centres.

The retail & distribution sector has most contact centres (around 16%), although the finance sector has the most agent positions (18%). Outsourcing & telemarketing, services, public sector, IT, communications and utilities are also important sectors.

The mean average contact centre size is 122 agent positions, with outsourcers, utilities, communications, and finance contact centres having a larger-than-average mean size.

Outbound calling activity has declined considerably to 22.3%, from 33.7% in 2004, although more service-focused outbound calls are being made.



17.2% of inbound interactions to contact centres are via email.

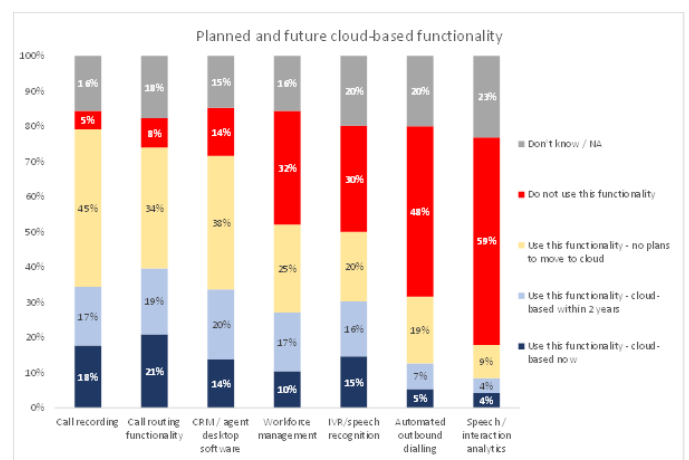
Telephony volumes will decline, being below 65% of total contact centre interactions by 2020.

Mobile customer service app penetration will grow to 60% by 2020.

20% of businesses using a workforce management system are looking to replace it.

1 in 4 UK contact centres are looking to implement web chat in the next 12 months.

Where used, 28% of call routing functionality is deployed in the cloud.



Report contents:

- 87 charts and data tables show the size, structure and future of your market
- Based on ongoing primary research surveys with thousands of UK contact centres
- Unique historical data from 1995 onwards, with forecasts to the beginning of 2020

Vertical markets covered for market sizing:

- Communications
- Engineering & Construction
- Finance
- Food & Drink
- IT
- Manufacturing
- Medical
- Motoring
- Outsourcing & Telemarketing
- Printing and Publishing
- Public Services
- Retail & Distribution
- Services
- Transport & Travel
- Utilities

Size bands:

- 7 size bands (from 10-25 seats to 1,000+ seats)

The report is divided into 9 sections:

Market Sizing

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

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 2015-2019 by vertical market
- Contact centre employment by region
- Employment forecasts by region, 2015-2019
- Employment by contact centre size band

Market Forecasts to 2020

- UK contact centres, 1995-2019
- UK agent positions, 1995-2019
- Vertical market forecasts for contact centres and agent positions in 2018
- Drivers for change, by vertical market

Inbound and Outbound Calling

- Outbound activity and agent positions by contact centre size and vertical market
- The role of mobile telephony and legislation on outbound calling

Multisite and Virtual Contact Centres

- The virtualisation of multisite contact centres by contact centre size
- Benefits & inhibitors to virtualisation

Multichannel Customer Contact

- Contact centre inbound interactions by channel, 2006-2019 (email, voice, self-service, social media, web chat, letters, fax)
- Relative changes in inbound channels

Technology Penetration

- Current use, plans for replacement and planned implementation timescales
- 2015 and 2019 penetration rates
- Segmented by vertical market and contact centre size
- 14 technologies:
 - Automated Speech Recognition
 - DTMF IVR
 - Email Management Systems
 - Headsets
 - In-Queue Call-Back
 - Interaction Analytics
 - Interaction Recording
 - IP Infrastructure
 - Management Information Systems
 - Mobile Customer Service Apps
 - Outbound Dialling
 - Scripting
 - Web Chat
 - Workforce Management Systems
- Use of Cloud in 2015

FREE BONUS REPORT: "The 2015 UK Contact Centre Decision-Makers' Guide – 13th edition", the largest in-depth primary research survey of UK contact centres available, looking at technology, business processes and strategy.

Options for ordering **UK Contact Centres 2016 - 2020: The State of the Industry & Technology Penetration**

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