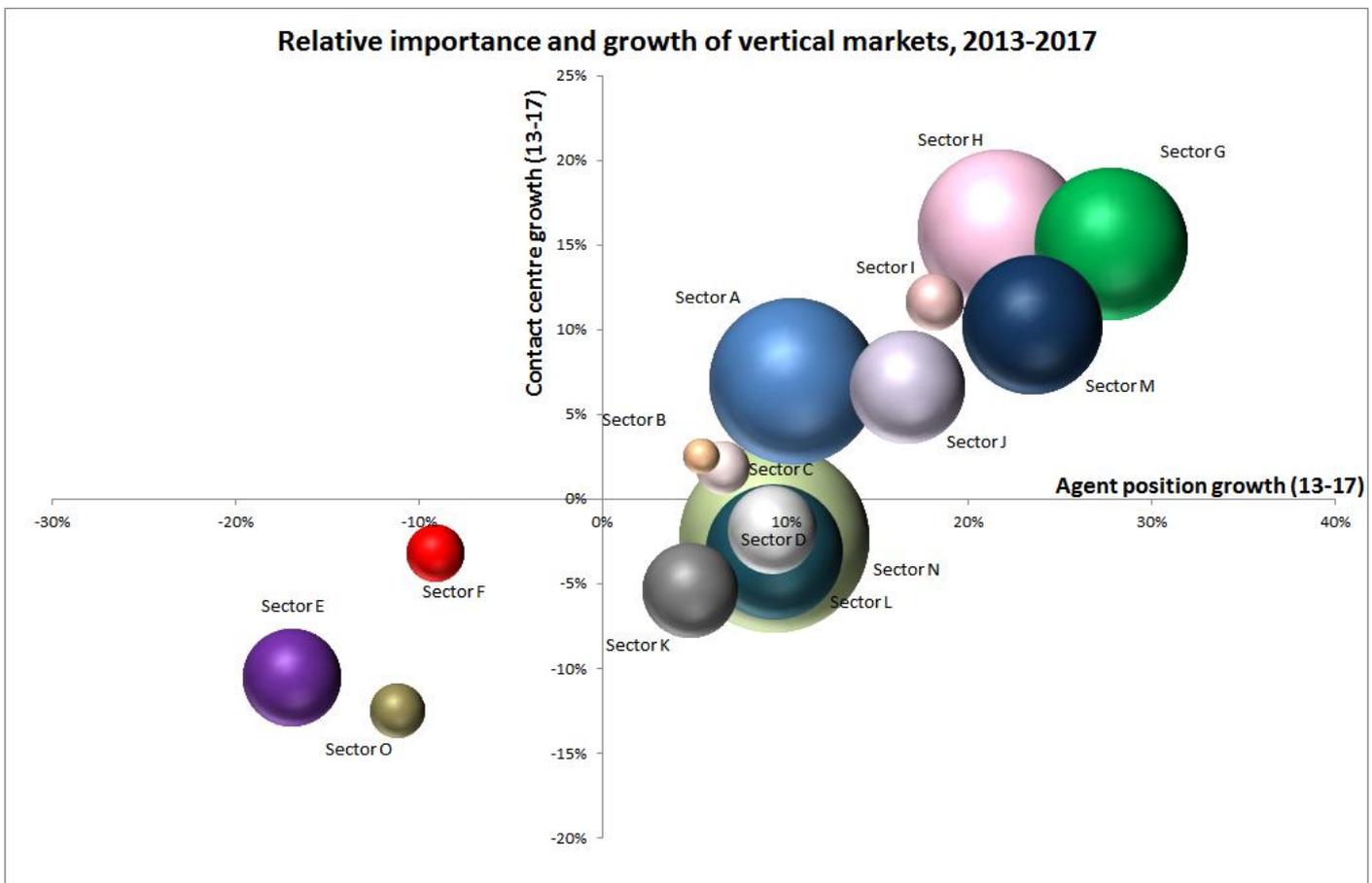


UK CONTACT CENTRES IN 2014: THE STATE OF THE INDUSTRY

11th edition

The reality of the industry today - and in the future



- The largest primary research study of the UK contact centre industry: 4,000+ 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-2017
- Where are contact centres focusing their technology investments?

What can I gain from reading this report?

Now in its 11th year, “**UK Contact Centres in 2014: 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 looks at which market sectors are growing, and which the downturn has hit hardest, as well as the way in which multichannel contact is changing the face of customer contact.

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 2013-2017 by vertical market
- ❖ Contact centre employment by region
- ❖ Employment forecasts by region, 2013-2017
- ❖ Employment by contact centre size

Market Forecasts to 2017

- ❖ UK contact centres, 1995-2017
- ❖ UK agent positions, 1995-2017
- ❖ Vertical market forecasts, contact centres in 2017
- ❖ Vertical market forecasts, agent positions in 2017
- ❖ Vertical market commercial factors
- ❖ 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 vertical market
- ❖ The role of mobile telephony on outbound calling

Multisite and Virtual Contact Centres

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

Multichannel Customer Contact

- ❖ Contact centre inbound interactions by channel, 2006-2017 (email, voice, self-service, social media, web chat, letter, fax, etc.)
- ❖ Relative changes in inbound channels

Contact Centre Strategy and Investment Trends

- ❖ Technology investment priorities in 2014-15
- ❖ Current usage, implementation and replacement of contact centre solutions and technology
- ❖ Changes in Capex and Opex expenditure, by contact centre size, 2014.

Who is ContactBabel?

Founded in 2000, ContactBabel is a UK-based contact centre industry analyst firm. It has published over 100 reports on the UK, US and offshore contact centre markets and is widely acknowledged by suppliers and contact centres to be the most reliable source of information about the customer contact industry.

ContactBabel's reports are based upon in-depth primary research programmes carried out each year with hundreds of contact centres and customer-focused businesses in the UK and US. This allows us to base our conclusions upon a foundation of fact, with historical data going back over a decade.

The combination of hard data and analytical experience means that readers of ContactBabel reports can be assured of the most accurate assessment of the contact centre industry available.

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

"UK Contact Centres in 2014: The State of the Industry" costs £1,095 + VAT.

Until December 31st 2013, a discounted price of £750 + VAT is available.

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BONUS REPORT

Purchasers of "UK Contact Centres in 2014: 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:

- ❖ Multichannel (email, web chat, SMS, etc.)
- ❖ Cloud-based contact centre solutions
- ❖ Mobile customer service
- ❖ Interaction recording and analytics
- ❖ Contact centre performance metrics
- ❖ Self-service
- ❖ Social media
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