

Top contact centre outsourcers revealed

Report reveals the firms that have proven themselves to be among the leaders in providing contact centre outsourcing services.

The ability to provide wide-ranging contact centre services across verticals and geographies has long been the goal of players in this space. To do so with high levels of customer satisfaction is an even more ambitious goal. However, in a new report, 'Decision Matrix: Selecting a Contact Centre Outsourcing Vendor' independent market analyst Datamonitor reveals the five players that have proven themselves capable of doing so.

Datamonitor's report critically assesses nine global contact centre outsourcers across three dimensions, which include client satisfaction (based around feedback from clients of contact centre outsourcing services), services & technologies assessment (based on the services, standards and technologies provided by contact centre outsourcers) and market impact (derived from market awareness of the outsourcer, as well as their revenues). The result was the classification of these firms into shortlist, consider and explore categories.

Shortlist: Teleperformance, TeleTech, Sitel, EDS, Convergys

Among the nine firms examined for this report, Datamonitor classified five as market leaders and short list candidates for prospective and existing outsourcing users. Specifically, Datamonitor's research indicated that Convergys, EDS, Sitel, Teleperformance and TeleTech had sufficient levels of market impact to provide their clients with the stability needed for long-term relationships.

In addition, each firm had varied and sophisticated offerings that could satisfy the needs of clients across vertical markets in multiple geographies and languages. It was also noted that each of these companies were strong with regards to the various contact centre services that they had on offer.

When it came to client satisfaction, results among the market leaders were varied, with some performing significantly stronger than others.

Consider: Minacs and Sykes

Datamonitor determined that both Minacs and Sykes deserved to be classified in the Consider category, meaning that prospective clients should examine each to assess whether they would be able to meet their exact needs.

The research notes that while each performed relatively well in terms of client satisfaction, market impact scores were somewhat lower than those of the short listed candidates. In addition, specialization in particular functions or verticals were seen as potentially limiting.

Explore: ICT Group and Stream

Candidates considered for exploration in Datamonitor's assessment of contact centre outsourcer include the ICT Group and Stream. While both have demonstrated leadership in their own right within the contact

centre outsourcing space, Datamonitor's research indicated that Stream's focus around technical support might lessen its chance of winning contracts in other functional areas. In the case of the ICT Group, its low market impact score coupled with limited capabilities in languages means potential concerns when bidding for global contracts.

Datamonitor's report *Decision Matrix: Selecting a Contact Centre Outsourcing Vendor*, analyzes nine leading contact centre outsourcing firms across three dimensions. It provides analysis on each regarding market impact, services & technologies offerings and market impact. In addition, it provides recommendations on whether prospective clients should shortlist, consider or explore each.

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