



# How Good are CCO Providers in Providing Digital Customer Experience: Buyers' Perspective

Contact Center Outsourcing (CCO)

Market Report – September 2017: Complimentary Abstract / Table of Contents

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## Subscription information

- The full report is included in the following subscription(s)
  - **Contact Center Outsourcing (CCO)**
- In addition to published research, a subscription may include analyst inquiry, data cuts, and other services
- **If you want to learn whether your organization has a subscription agreement or request information on pricing and subscription options, please contact us**

\* Banking, financial services, and insurance

## Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment



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# How to read this document

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## Information desired

## Where/how to locate the information

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### Summary of key messages

- The section on key messages summarizes the findings of this report
- The key messages are categorized along two dimensions:
  - Enterprise outsourcing requirements expanding in scope and complexity
  - Service provider performance challenged to meet cutting-edge needs

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### Key facts or analyses related to a specific topic

- A section is devoted to each dimension of the summary of key messages (listed above)
- Each section contains detailed charts on relevant topics within each dimension
- Refer to the table of contents (page 4) to identify relevant topics covered within each section

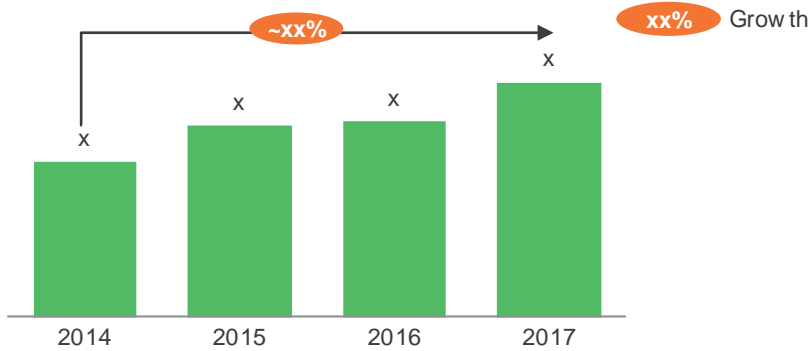
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### Related research

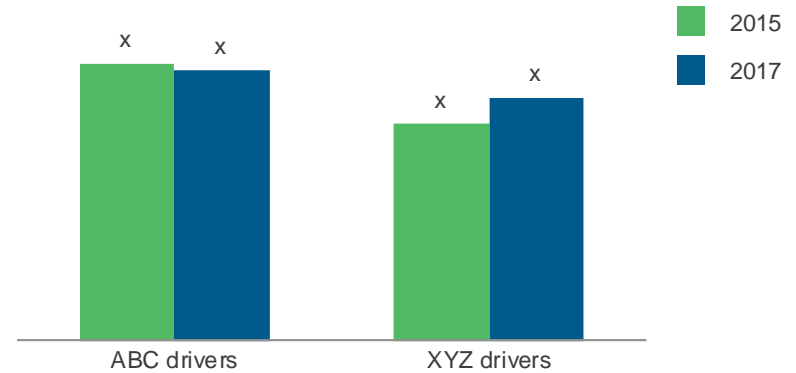
- Refer to the related Everest Group CCO research publications listed in references (Appendix)

This study offers a deep dive into key aspects of evolving buyer requirements and corresponding provider performance; below are four charts to illustrate the depth of the report

Critical outsourcing drivers for contact center services



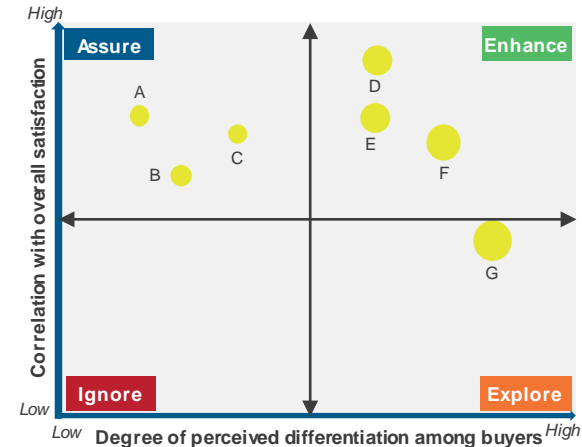
Importance of outsourcing drivers



Service provider KPIs



Relative importance of metrics and extent of differentiation



Source: Everest Group (2017)

# CCO research calendar

Published
  Planned
  Current release

## Flagship CCO reports

Release date

Contact Center Outsourcing (CCO) Market for the Healthcare Industry – SPL with PEAK Matrix™ Assessment 2017	.....	January 2017
Contact Center Outsourcing (CCO) – Service Provider Landscape with PEAK Matrix™ Assessment 2017	.....	June 2017
Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2017	.....	July 2017
Contact Center Outsourcing (CCO) – Annual Report 2017	.....	Aug 2017

## Thematic CCO reports

Achieving Maximum BPO Value: How Smart Buyers Structure Contact Center Relationships	.....	June 2016
Making the Work-At-Home-Agent (WAHA) Model Work: A Buyer’s Perspective	.....	June 2016
Dynamics of Contact Center Outsourcing (CCO) in Asia Pacific (APAC): Special Focus on China	.....	March 2017
Are There Productivity Differences Across Locations?	.....	May 2017
From Multi-channel to Omnichannel Customer Experience	.....	May 2017
Impact Of Brexit On The UK Contact Center Market – The Only Thing Certain Is Uncertainty	.....	July 2017
<b>How Good are Service Providers in Delivering Digital Customer Experience – Buyers Perspective</b>	.....	<b>September 2017</b>
Chatbots and their Role in Defining the Future of Customer Experience	.....	Q4 2017
Automation in CCO: Assessing the Business Impact	.....	Q4 2017

Note: For a list of all CCO reports published by us, please refer [website here](#)

# Additional CCO research references

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The following documents are recommended for additional insight into the topic covered in this report. These documents either provide additional details or complementary content that may be of interest

1. **Contact Center Outsourcing Annual Report 2017 – Disruption is Here: The End of Contact Centers as We Know Them** ([EGR-2017-1-R-2297](#)); 2017. CCO industry grew at a slow rate of ~3% in 2016 to reach US\$78-80 billion. This report will assist key stakeholders (buyers, service providers, and technology providers) understand the changing dynamics of the CCO market and help them identify the trends and outlook for 2017-2018. In this backdrop, the report provides comprehensive coverage of the global CCO market including detailed analysis of the market size & growth, buyer adoption trends, CCO value proposition & solution characteristics, and service provider landscape.
2. **From Multi-Channel to Omnichannel Customer Experience** ([EGR-2017-1-V-2161](#)); 2017. This viewpoint is the first of a two-part study on omnichannel contact centers, and answers some basic questions related to omnichannel adoption. It provides insights on how omnichannel is different from multi-channel contact centers, value-proposition of pursuing an omnichannel strategy, key technology and human capital considerations to be kept in mind, and a checklist for organizations looking to pursue an omnichannel strategy to help them assess organizational readiness
3. **Contact Center Outsourcing (CCO) – Service Provider Landscape with PEAK Matrix™ Assessment 2017** ([EGR-2017-1-R-2075](#)); 2017. This report focuses on service provider positioning in the CCO market, changing market dynamics & emerging service provider trends, and assessment of service provider delivery capabilities

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