



# **Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2015**

Contact Center Outsourcing (CCO)  
Market Report: September 2015 – Preview Deck

# Our research offerings for global services

## ▶ Market Vista™

Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

## ▶ BFSI<sup>1</sup> Information Technology

## ▶ BFSI<sup>1</sup> Business Process

## ▶ Healthcare & Life Sciences

## ▶ Application & Digital

## ▶ Cloud & Infrastructure

## ▶ Global Sourcing

## ▶ Locations Insider™

## ▶ PricePoint™

## ▶ Finance & Accounting

## ▶ Procurement

## ▶ Human Resources

## ▶ Recruitment Process

## ▶ Contact Center

## ▶ Transaction Intelligence

### 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

### 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**



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<sup>1</sup> Banking, financial services, and insurance

# Everest Group's CCO research is based on multiple sources of proprietary information (page 1 of 2)

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- Proprietary database of **1,000+ CCO contracts** (updated annually)
- The database tracks the following elements of each CCO contract:
  - Buyer details including industry, size, and signing region
  - Contract details including Total Contract Value (TCV), Annualized Contract Value (ACV), term, start date, service provider FTEs, and pricing structure
  - Scope including buyer geography and functional activities
  - Technology including Customer Relationship Management (CRM) technology, communication technology, and enabler technology ownership & maintenance
  - Global sourcing including delivery locations and level of offshoring

2

- Proprietary database of **operational capability of 20+ CCO service providers** (updated annually)
- The database tracks the following capability elements for each service provider
  - Key leaders
  - Major CCO clients and recent wins
  - Overall revenue, total FTEs, and contact center employees
  - Recent contact center-related developments
  - CCO revenue split by geography, industry, and client size
  - CCO delivery locations
  - CCO service suite
  - Contact center-related technology capability

## Service providers covered in the analysis



Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect, which is contract-specific, will only be presented back to the industry in an aggregated fashion

# Everest Group's CCO research is based on multiple sources of proprietary information (page 2 of 2)

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## Buyer surveys and interactions

Global surveys and one-on-one executive-level interviews are undertaken to understand how organizations perceive performance of their CCO provider. The surveys/interviews focus on different aspects of an outsourcing relationship including:

- Key drivers for outsourcing CCO
- Contract details (including process scope, signing year, and duration)
- Overall performance of the service provider including key strengths and improvement areas
- Detailed assessment of service provider performance across different elements, such as:
  - Performance against key CCO metrics
  - Performance across various contact center processes
  - Performance during the implementation and transition phases
  - Governance and relationship management

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# ABC (page 1 of 5)

## CCO overview

### Company overview

xxx

### Key leaders

xxx, yyy

Headquarter: xxx

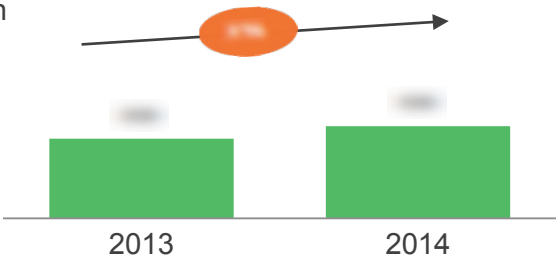
Website: [www.companyx.com](http://www.companyx.com)

### Recent developments

- XXX
- XXX
- XXX
- XXX
- XXX
- XXX

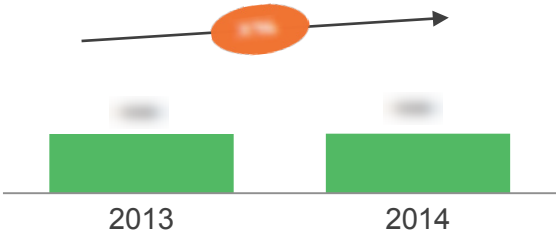
### CCO revenue

In US\$ million

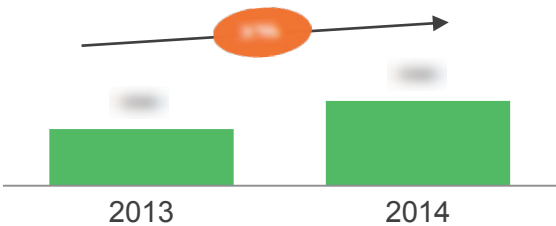


### Scale of CCO

Number of FTEs



### CCO client base

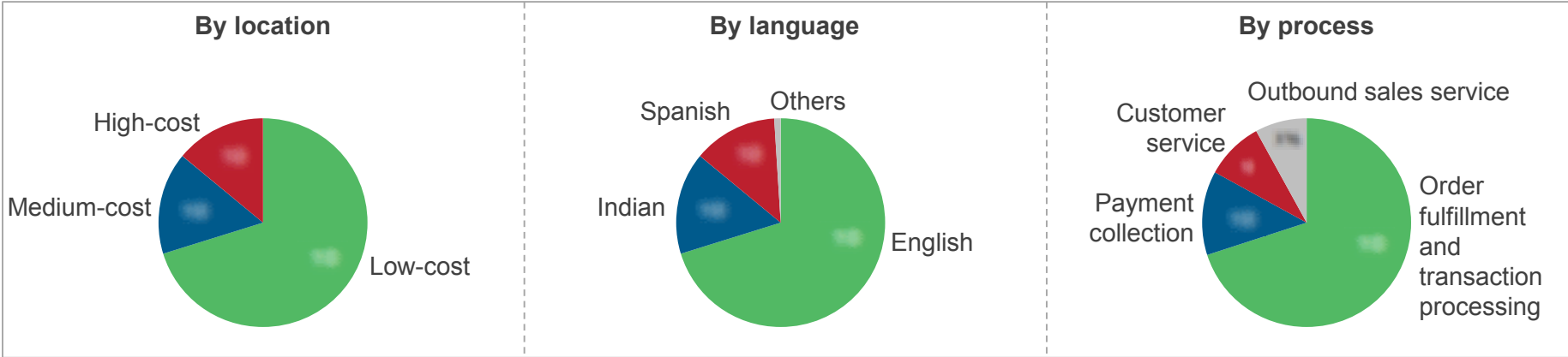


Source: Everest Group (2015)

# ABC (page 2 of 5)

## CCO capabilities

Split of CCO FTEs  
Number of FTEs



Key CCO investments			
Description	Investment type	Year of investment	Comments
XXX	Acquisition	20XX	XXX
XXX	Partnership	20XX	XXX
XXX	Internal	20XX	XXX

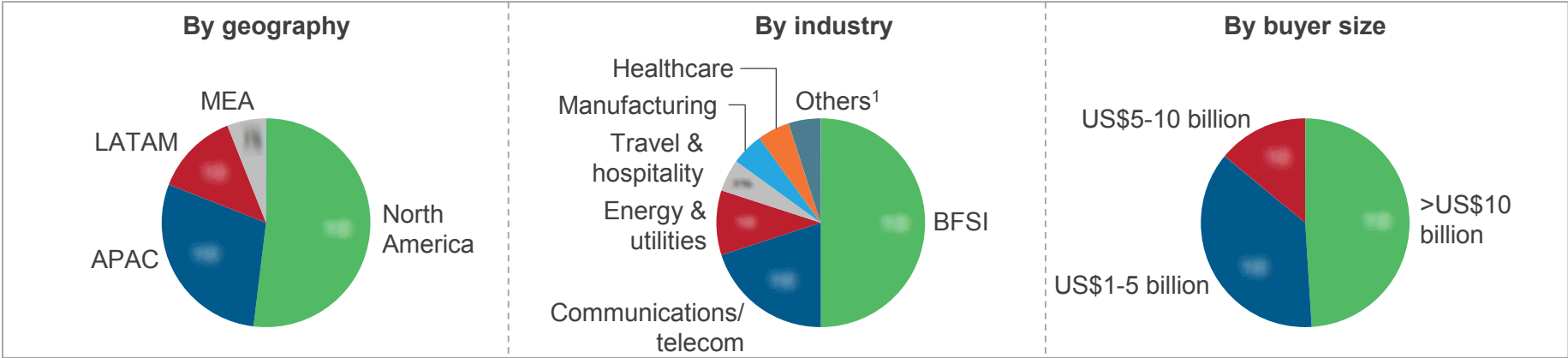
Source: Everest Group (2015)



# ABC (page 3 of 5)

## CCO client portfolio

CCO revenue mix  
US\$ million



Key contact center engagements		
Client name	Region	Client since
XXX	North America	20XX
XXX	North America	20XX
XXX	Asia Pacific	20XX
XXX	Latin America	20XX
XXX	North America	20XX

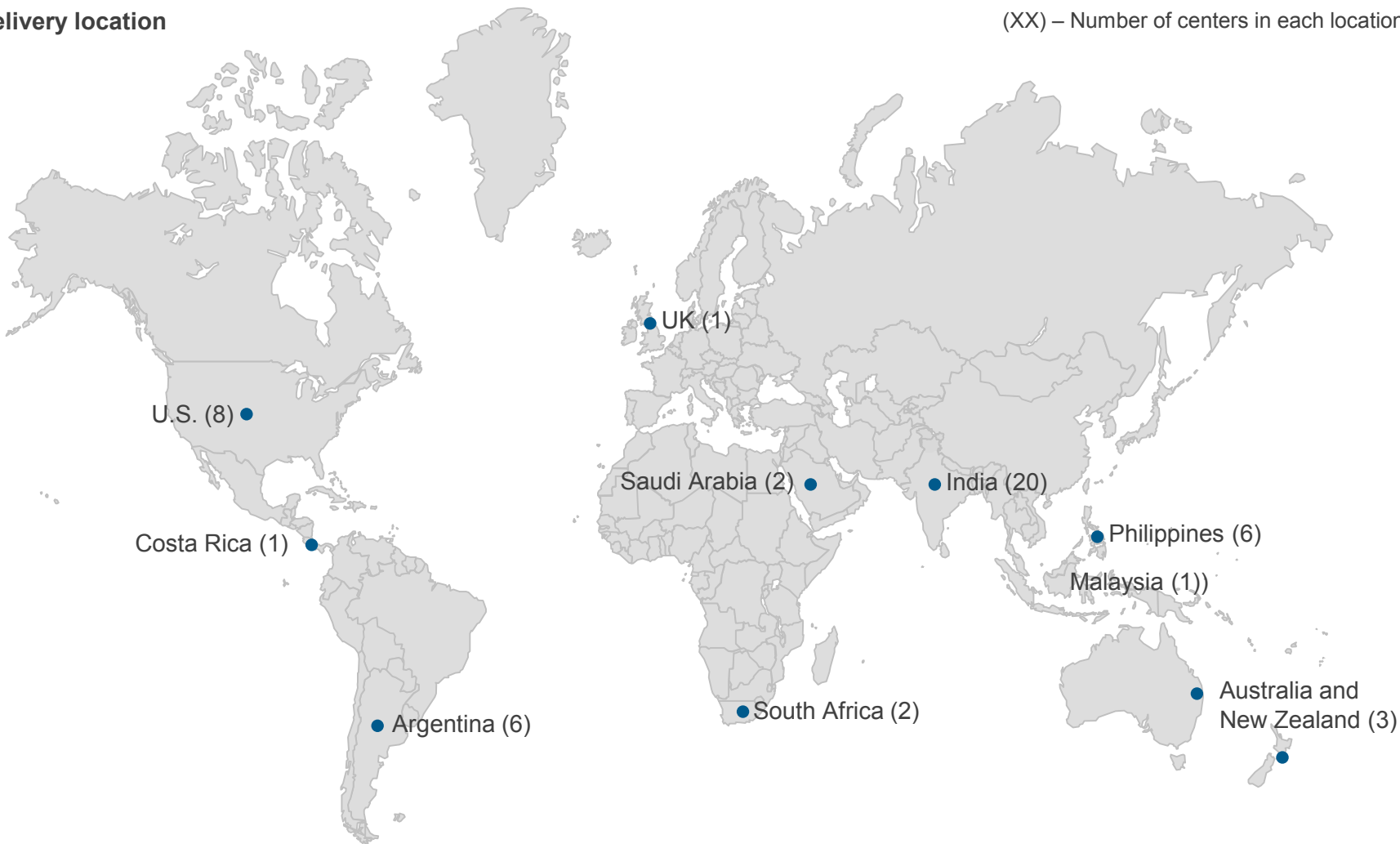
1 Includes media and public sector industries  
Source: Everest Group (2015)

# ABC (page 4 of 5)

## CCO location landscape

CCO delivery location

(XX) – Number of centers in each location



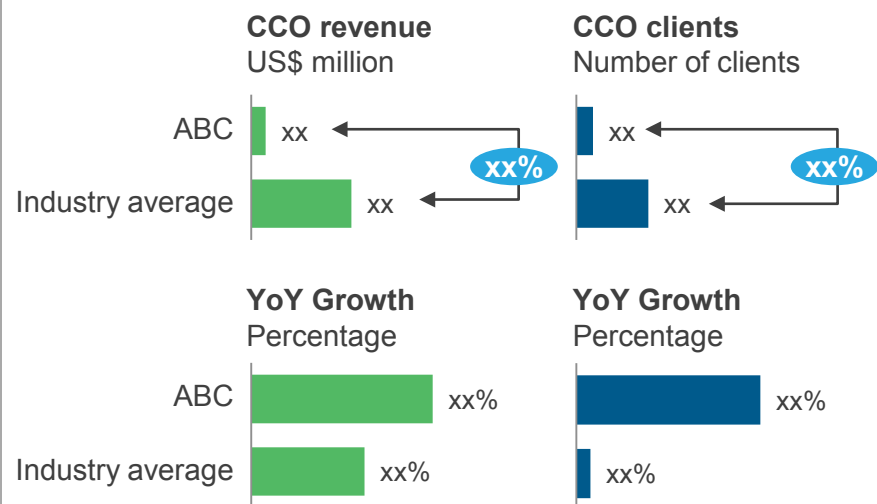
Source: Everest Group (2015)

# ABC (page 5 of 5)

## Everest Group assessment

● Best-in-class
● Very-high
● High
● Medium-high
● Medium
● Medium-low
● Low
● Not-mature

### Market success assessment



### Delivery capability assessment<sup>1</sup>

Assessment dimension	Rating	Remarks
Scale	●	xxx
Scope	●	xxx
Technology solutions & innovation	●	xxx
Delivery footprint	●	xxx
Buyer satisfaction	●	xxx

### Key strengths

- With high market success, broad scope, and appreciable delivery capabilities, ABC is a Leader on the CCO PEAK Matrix
- It has a well-distributed revenue mix by geography, with clients from all major regions
- xxx

### Areas of improvement

- Majorly focused on healthcare, telecom, and BFSI, but would benefit from increasing its play in remaining industries as well
- xxx

<sup>1</sup> Everest Group estimates based on contractual and operational information till December 2014  
Source: Everest Group (2015)

# CCO research calendar

Published Current

## Topic

## Release date

Alorica To Acquire West Corporation's Agent Services Businesses: Tell-tale Signs of a Changing Industry .....	January 2015
Analytics Business Process Services (BPS) – Service Provider Landscape with PEAK Matrix™ Assessment 2015 .....	February 2015
Reinventing Business Process Services (BPS) – Leveraging Technology to Deliver on New Expectations .....	March 2015
Cultural Affinity, Cost Savings, Coordinates – 3 C's of Targeting UK Contact Center Market .....	March 2015
Technology in BPS – Service Provider Compendium 2015 .....	June 2015
Contact Center Outsourcing Annual Report 2015: Incumbents Beware – There's No Place for Complacency .....	June 2015
Social Media Analytics – Growth Engine for Next-Gen Customer Care .....	June 2015
Contact Center Outsourcing (CCO) – Service Provider Landscape with PEAK Matrix™ Assessment 2015 .....	August 2015
Service Provider Technology Landscape – The Pecking Order .....	August 2015
The Evolution of Multi-Channel Contact Centers Continues to Raise the Bar for Successful CCO .....	September 2015
Contact Center Outsourcing (CCO) – Service Provider Profile Compendium 2015 .....	September 2015
Driving Value from Differentiation – How Service Provider are Tackling Key Value Levers .....	Q4 2015
Outcome-Based Pricing in CCO .....	Q4 2015

# Additional CCO research references

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

1. **Contact Center Outsourcing (CCO) – Service Provider Landscape with PEAK Matrix™ Assessment 2015** ([EGR-2015-1-R-1541](#)); 2015. This report focuses on service provider positioning in the CCO market, changing market dynamics and emerging service provider trends, and assessment of service provider delivery capabilities
2. **Contact Center Outsourcing (CCO) – Annual Report 2015: Incumbents Beware – There's No Place for Complacency** ([EGR-2015-1-R-1470](#)); 2015. This report provides comprehensive coverage of the global CCO market including detailed analysis of market size and growth, buyer adoption trends, CCO value proposition and solution characteristics, and service provider landscape
3. **Alorica to Acquire Major Portion of West Corporations Agent Services Business** ([EGR-2015-1-V-1361](#)); 2015. This view point analyses the acquisition of West Corporation's agent services business by Alorica to identify the key driver behind the development, its impact of the CCO market, and Everest Group's view on potential issues for Alorica

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## About Everest Group

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