

Customer Relationship Management Outsourcing in Argentina to 2015

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Abstracts

Introduction

Provides data on domestic and offshore agent positions. Analyzes positions by vertical, including energy / utilities, financial services, healthcare, manufacturing, media & entertainment, public sector, retail, wholesale, telecoms, travel, transportation and logistics, and others. Also gives the split by function and by the offshore markets serviced. Concludes with a country comparison section.

Scope

Agent positions - Split by vertical, function, and location

Offshore delivery - Split by geographic market serviced

Country comparison - Comparison of CRM outsourcing agent positions with the leading countries

Highlights

The total number of CRM outsourcing agent positions in Argentina is expected to grow at a compound annual growth rate (CAGR) of 7% over the period 2009-15. Domestic location service agent positions are expected to grow at a CAGR of 8.4% from 2009-15, followed by offshore location with a CAGR of 4.7% over the period 2009-15.

Telecommunications constitutes the largest agent position in Argentina across all verticals, with a 33.9% share in 2009. This is followed by financial services and manufacturing (including technology) with 32.1% and 9% shares, respectively.

Reasons to Purchase

Provides a comprehensive and granular view of agent positions in the CRM outsourcing sector

Comprehend the quantitative trends in the CRM outsourcing sector in Argentina

Analyze agent positions across diverse geographies

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