Customer Relationship Management Outsourcing in India to 2015

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 India is expected to grow at a compound annual growth rate (CAGR) of 6.3% over the period 2009-15. Domestic location service agent positions are expected to grow at a CAGR of 11.5% from 2009-15, followed by offshore location with a CAGR of 2.7% over the period 2009-15.

Financial services constitutes the largest agent position when compared across all verticals in India, with a 40% share in 2009. This is followed by manufacturing and telecommunications with 23.0% and 12.0% 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 India

Analyze agent positions across diverse geographies

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