

Global Call and Contact Center Outsourcing Market Size study & Forecast, by Type (Email Support, Chat Support, Voice, Other) by Outsourcing (Offshore, Onshore), by Services (Inbound Services, Outbound Services), by Enterprise Size (Large Enterprises, Small Enterprises), End Use (IT & Telecom, BFSI, Retail, Manufacturing, Healthcare, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Call and Contact Center Outsourcing Market is valued approximately at USD 85.18 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 9.10% over the forecast period 2023-2030. Call and contact center outsourcing involves the delegation of customer service and communication functions to external service providers. Organizations, regardless of industry, often engage in outsourcing these operations to specialized firms that can efficiently handle a variety of tasks, such as handling customer inquiries, providing technical support, managing outbound sales calls, and offering customer assistance through multiple channels like phone, email, chat, and social media. The outsourcing of call and contact center services enables companies to leverage the expertise of dedicated professionals, access advanced technologies, and achieve cost efficiencies. Outsourcing partners are equipped with skilled agents, robust infrastructure, and streamlined processes to enhance customer experience and satisfaction. The Call and Contact Center Outsourcing market is expanding because of factors such as the Implementation of advanced technologies to ensure continuous customer service, increasing globalization of business services and increasing demand for multichannel support.

The escalating demand for multichannel support is a pivotal driver propelling the growth of the Call and Contact Center Outsourcing Market. As businesses recognize the importance of providing seamless customer experiences across various communication channels, outsourcing call and contact center services has become instrumental in meeting these evolving demands. Increasing demand for multichannel support is driving the market growth. As per Freshdesk Chat 2021 findings, a significant 79% of users opt for live chat assistance for prompt responses. Customer satisfaction rates indicate that live chat scores at 73%, surpassing email help at 61% and phone assistance at 44%. The average wait time for live chat is measured at 46 seconds. Notably, 69% of customers express a preference for interacting with a human agent during chat assistance rather than engaging with chatbots. Thus, rising demand for multichannel support is driving the market growth. In addition, increasing call volumes for businesses in the healthcare, travel, and e-commerce sectors and rising development of call centers is creating new opportunities to the market growth. However, increasing concerns over data security and privacy stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Call and Contact Center Outsourcing Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share. Biometric authentication techniques are undergoing swift evolution, forming a crucial component of security frameworks within the North American market. Companies in North America are actively exploring the integration of advanced biometric technologies, including voice identification and facial verification, to enhance the security of consumer interactions and transactions. Forecasts indicate an increased engagement of U.S. outsourcing providers in social impact operations in the coming period. Furthermore, intelligent virtual assistants, powered by artificial intelligence, are poised to play a critical role in shaping the landscape of the U.S. market. Asia Pacific is expected to grow with fastest CAGR during the forecast period. The Asia-Pacific (APAC) region has undergone remarkable growth and evolution, solidifying its status as a primary hub for call and contact center outsourcing. Within APAC, there is a notable rise in the adoption of cloud-based contact center technologies. The flexibility and cost-effectiveness inherent in cloud technology empower outsourced call and contact center companies to offer operations that are both adaptable and dynamic. The rapid expansion of the call and contact center outsourcing industry in APAC can be attributed to factors such as a sizable and highly skilled workforce, cost advantages, and a conducive business environment, collectively establishing the region as a preferred destination for call and contact center outsourcing.

Major market player included in this report are:

Atento SA

Sykes Enterprises, Incorporated

Datamark Inc.

Scicom Berhad

Firstsource Solutions Limited

Teleperformance SA

TTEC Holdings Inc.

Cisco Systems, Inc

Raya Customer Experience

Serco Group

Recent Developments in the Market:

In November 2023, Amazon.com, Inc. has incorporated generative AI features into its Amazon Connect, with the objective of enhancing both employee efficiency and the overall customer service experience. This enhancement includes automated responses, intelligent recommendations for employees, and dynamic call scripting tailored for personalized interactions. These features are designed to contribute to heightened productivity within the customer service domain.

In October 2023, Cisco Systems, Inc. has introduced Webex, an AI-powered tool designed to enhance contact center operations. This tool facilitates virtual assistants for streamlined work automation, real-time data for virtual guidance, and intelligent scheduling to prevent burnout. These features collectively contribute to improved interactions and elevate customer experiences within the contact center environment.

Global Call and Contact Center Outsourcing Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Outsourcing Type, Services, Enterprise Size, End-use, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Email Support

Chat Support

Voice

Other

By Offering:

Offshore

Onshore

By Services:

Inbound Services

Outbound Services

By Enterprise:

Small Enterprise

Large Enterprise

By End-use:

IT & Telecom

BFSI

Retail

Manufacturing

Healthcare

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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