

US Sales And Marketing Business Process Outsourcing Market Size study, by Type (Sales, Marketing) by End-use (BFSI, Healthcare, Manufacturing, IT & Telecommunication, Retail, Others Forecasts 2022-2032

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Abstracts

US Sales And Marketing Business Process Outsourcing Market is valued approximately USD 9.02 Billion in 2023 and is anticipated to grow with a growth rate of more than 8.70% over the forecast period 2024-2032. Sales and Marketing BPO involves outsourcing tasks such as lead generation, CRM, digital marketing, content creation, market research, and sales support to third-party providers. The aim is to boost efficiency, cut costs, and let companies concentrate on core activities. Outsourcing offers advantages like reduced overheads, access to specialized skills and tech, scalability without hiring more staff, and improved productivity. BPO partners also bring in analytics to enhance strategies and ROI. The increase in focus on customer-centric strategies is growing across the region is a key trend that is supporting the growth of the US Sales And Marketing Business Process Outsourcing Market at a substantial rate. Companies are prioritizing customer-centric approaches, focusing on delivering personalized experiences and building strong relationships with customers. BPO providers are offering CRM solutions, omnichannel marketing strategies, and customer journey mapping to improve customer satisfaction and loyalty.

U.S. businesses are constantly seeking ways to optimize costs. Sales and Marketing BPO allows them to tap into talent pools in regions with lower wages, reducing labor expenses. Additionally, outsourcing eliminates the need for in-house infrastructure and software, leading to further cost savings. Key factors driving the Sales and Marketing Business Process Outsourcing (BPO) market in the US include technological advancements such as AI and automation, cost efficiency, scalability, access to

specialized skills, focus on customer experience, regulatory compliance, globalization, innovation, and a strong emphasis on ROI and performance metrics. Companies leverage BPO services to streamline operations, focus on core competencies, enhance customer satisfaction, ensure data security, expand globally, and gain a competitive advantage through innovation and analytics-driven strategies. Moreover, the region boasts several leading companies such as Amdocs, CBRE Group Inc., NCR Corporation, and TTEC Holdings, Inc. Therefore, these factors collectively contribute to the growth of the regional market. However, concerns about data security and privacy, along with a lack of transparency and control, are expected to hamper the market growth over the projected period of 2024–2032.

Major market player included in this report are:

- Amdocs
- Enshored LLC
- Genpact Limited
- Company 4
- Company 5
- Company 6
- Company 7
- Company 8
- Company 9
- Company 10

The detailed segments and sub-segment of the market are explained below:

By Type
Sales
Marketing

By End-use
BFSI
Healthcare
Manufacturing
IT & Telecommunication
Retail
Others

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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