

2009 Top Banking, Financial Services and Credit Card Call and Contact Center Outsourcing Vendors, Black Book Survey 2009 Results

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Abstracts

In 2009, the Black Book CCO user survey investigated over 400 contracts held by 1,300 of the top spending clients in the global banking, credit card and financial services industry.

In order to rank the organizations, 18 key performance indicators (KPIs) or criteria are employed, scored on each respective vendor by client type and ranked on a 0–10 scale per KPI.

Key findings

Key finding: most important customer satisfaction KPIs

Customization, deployment, reliability and vertical expertise are the most important attributes influencing banking and financial services CCO client satisfaction with their 2009 outsourcing providers.

Key finding: vendor dissatisfaction is uncommon in the banking and financial vertical CCO industry among top ranked suppliers

Strong dissatisfaction is uncommon in this niche business process outsourcing (BPO) sector, occurring in only 5.5% of clients globally.

UK and US clients are among the most satisfied with onshore services delivery. Strong dissatisfaction with offshore outsourcing vendors was expressed by less than 10.5% of all surveyed clients with 2009 vertical-specific call center initiatives.

Key finding: comprehensive services vendor arrangements from an end-to-end banking, credit card and financial service oriented call center vendor produces the highest satisfaction rates

Single vendors offering comprehensive research services to corporate clients ranked highest in the overall survey by clients.

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