

# 2009 Top Credit Card Banking Business Process Outsourcing Vendors, Black Book Survey 2009 Results

<https://marketpublishers.com/r/2CB6F70B401EN.html>

Date: October 2009

Pages: 37

Price: US\$ 2,500.00 (Single User License)

ID: 2CB6F70B401EN

## Abstracts

In 2009, the Black Book credit card business process outsourcing (BPO) user survey investigated nearly 230 contracts held by 900 user managers in the credit card 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.

Each year, the Brown-Wilson group and Black Book Research undertake an annual survey into organizations' satisfaction with their outsourcing service providers. These research results are recognized as the most extensive and representative perception study of outsourcing vendors, validated by over 26,000 respondents from service users around the globe.

Over 700 functions and 40 sectors are investigated to determine the “best fit” vendors with multiple industry specifications.

### Key findings

**Key finding:** most important customer satisfaction KPIs

Integration/interfaces, viability and reliability are the most important attributes influencing credit card BPO client satisfaction with their 2009 outsourcing providers.

**Key finding:** vendor dissatisfaction is uncommon in the credit card BPO industry among top ranked suppliers

Strong dissatisfaction is uncommon in this niche banking sector, occurring in less than 8.7% of diverse collective clientele. UK and US clients are among the most satisfied with credit card BPO service delivery, averaging 85.1% moderately to strongly satisfied with BPO deliverables. Strong dissatisfaction with offshore outsourcing vendors was less than 9.0% of all surveyed clients with 2009 relationships.

**Key finding:** comprehensive services vendor arrangements from a comprehensive/end-to-end credit card BPO vendor produces the highest satisfaction rates

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

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