

2009 Top Internet Services, Media and Entertainment Call and Contact Center Outsourcing Vendors, Black Book Survey 2009 Results

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Abstracts

In 2009, the Black Book CCO industry user survey investigated over 130 contracts held by 560 of the top spending clients globally in the outsourcing market place by internet, media and entertainment organizations. 63 CCOs offering services specific to this industry qualified for side-by-side competitive analysis in this report.

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, interfaces, customer relations, reliability and vertical expertise are the most important attributes influencing internet services, media and entertainment CCO client satisfaction with their 2009 outsourcing providers.

Key finding: vendor dissatisfaction is uncommon in the internet services, media and entertainment vertical CCO industry among top ranked suppliers

Strong dissatisfaction is uncommon in this niche business process outsourcing (BPO) sector, occurring in only 6.3% 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 9.4% of

all surveyed clients with 2009 vertical-specific call center initiatives.

Key finding: comprehensive services vendor arrangements from an end-to-end internet services, media and entertainment oriented CCO 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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