

2009 Top Multilingual/Bilingual Call and Contact Center Outsourcing Vendors, Black Book Survey 2009 Results

<https://marketpublishers.com/r/2A379906427EN.html>

Date: November 2009

Pages: 44

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

ID: 2A379906427EN

Abstracts

In 2009, the Black Book CCO industry user survey investigated over 170 contracts held by 455 of the top spending clients globally in the outsourcing market place.

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

Cultural fit, scalability, reliability and data security are the most important attributes influencing multilingual CCO client satisfaction with their 2009 outsourcing providers.

Key finding: vendor dissatisfaction is uncommon in the multilingual CCO industry among top ranked suppliers

UK and US clients are among the most satisfied with onshore services delivery. Strong dissatisfaction with offshore outsourcing vendors was less than 14.8% of all surveyed clients with 2009 multilingual call center initiatives. Most dissatisfaction is noted in cultural relations between client and vendor management.

Key finding: comprehensive services vendor arrangements from a comprehensive/end-to-end multilingual 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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