

2009 Top Non-Profit, Foundations and Charitable 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 100 contracts held by 405 of the top non-profit, charitable organizations and related agency spending clients globally in the outsourcing market place. There were 48 CCOs offering specific non-profit/charitable services that 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, deployment, reliability and vertical expertise are the most important attributes influencing non-profit and charitable industry CCO client satisfaction with their 2009 outsourcing providers.

Key finding: vendor dissatisfaction is uncommon in the non-profit and charitable 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. The retention rate is among the call center industry's highest, at 84.9% annually.

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 a comprehensive/end-to-end non-profit and charitable vertically directed 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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