

# 2009 Top Print and Publishing Business Process Outsourcing Vendors, Black Book Survey 2009 Results

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## Abstracts

In 2009, the Black Book publishing and print BPO client/user survey investigated over 550 contracts held by 1,888 of the top outsourced BPO spending corporations and organizations globally.

### Key findings

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

Customization, interfaces, reliability and deployment are the most important attributes influencing client companies' satisfaction with their publishing and print BPO providers.

**Key finding:** BPO vendor satisfaction is highest among US publishers using mature Indian suppliers

Strong satisfaction in the offshore segment among US clients surged to 85.9% in 2009, while offshore BPO satisfaction remained strong in 71.8% of all non-US publishing clients.

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