

2009 Top Sales and Marketing Outsourcing Vendors, Black Book Survey 2009 Results

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Abstracts

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

Scalability, client adaptability, flexible pricing and marginal value adds are the five most important attributes influencing SMO client satisfaction with their 2009 outsourcing providers.

Key finding: vendor dissatisfaction in the current economic marketplace is uncommon in the SMO industry among top ranked suppliers

Strong dissatisfaction is uncommon in SMO, occurring in less than 3.2% of US client types, 2.8% of UK clients and 10.5% of international customers. US and global corporations collectively experience only a 5.0% dissatisfaction rate.

Key finding: highest satisfaction in SMO functional subsets achieved by comprehensive SMO vendors

Contents

INTRODUCTION

Key benefits of outsourcing your sales and marketing services
Typical offerings of SMO

SUMMARY

Survey overview
Key findings
SMO – top honors overall 2009
SMO – top vendor by function 2009

BLACK BOOK METHODOLOGY

How the data are collected
Understanding the statistical confidence of black book data
Who participates in the Black Book ranking process
SMO vendor rankings and results for 2009

VERTICAL GROWTH PREDICTED TO INCREASE THROUGH 2010–2011

TOP 20 SMO VENDORS

STOP LIGHT SCORING KEY

Operational excellence of SMO
Top score per individual criteria

INDIVIDUAL KEY PERFORMANCE

APPENDIX

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