

Outsourced Customer Care Services Market Analysis And Segment Forecasts To 2020

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Abstracts

The global market for outsourced customer care services is expected to reach USD 84.73 billion by 2020. Transition towards host based or cloud based services is expected to benefit small and medium businesses (SMBs) and aid in penetrating emerging markets. High demand for mobility has resulted in the need for optimizing mobile customer care, which is expected to have a positive impact on the market over the next six years.

Growing demand for non-voice channels and other modes of interaction have been fueling need for multi-channel solution development. Focus on social customer care channels among others is expected to present sizable engagement opportunities for revenue generation to market participants. The need to ensure that data privacy and security concerns among end users are mitigated is expected to be essential for driving adoption of host based customer care (e.g. home agents).

Further Key findings from the study suggest:

The global market was valued at USD 56.75 billion in 2012, and is expected to grow at a CAGR of 5.2% from 2014 to 2020

Customer interaction services accounted for 83% of the global market in 2012; they are further expected to be the largest service activity segment through the forecast period. Customer service is expected to dominate outsourced customer care interaction services demand over the next six years, and was valued at USD 20.21 billion in 2012. Effective customer service helps capitalize on each customer contact, and plays a major role in customer satisfaction and retention. CRM technology hosting is expected to be the fastest growing service activity segment, at an estimated CAGR of 11.7% from 2014

to 2020.

North America is expected to continue its dominance in terms of demand, and accounted for 55.5% of the overall market share in 2012. Growth in wireless subscribers and high demand for mobility in the region is expected to drive revenue over the forecast period. Additionally, presence of a large number of service providers is expected to positively impact regional demand. Asia Pacific is expected to be the fastest growing market, at an estimated CAGR of 7.4% from 2014 to 2020. Host-based customer care delivery is expected to enable penetration into emerging markets of India and China.

Industry participants have been looking at ensuring customer retention and loyalty in order to stay profitable. Meeting changing customer requirements effectively and offering multichannel solutions are among the key criteria for sustainability in the ecosystem. Major market players include Teleperformance SA, Convergys Corporation, Stream Global Services, West Corporation and Sykes Enterprises among many others.

For the purpose of this study, Grand View Research has segmented the global outsourced customer care services market on the basis of service activity and region:

Outsourced Customer Care Service Activity Outlook (Revenue, USD Million, 2012 – 2020)

Customer Interaction

Customer Service

Sales

Marketing

Technical Support/Help Desk

Fulfillment/Logistics

CRM Technology Hosting

Outsourced Customer Care Services Regional Outlook (Revenue, USD Million, 2012 – 2020)

North America

EMEA

Asia Pacific

South America

Contents

CHAPTER 1 EXECUTIVE SUMMARY

1.1 Outsourced Customer Care Services – Industry Summary & Critical Success Factors (CSFs)

CHAPTER 2 OUTSOURCED CUSTOMER CARE SERVICES INDUSTRY OUTLOOK

2.1 Market Segmentation

2.2 Market Size and Growth Prospects

2.3 Outsourced Customer Care Services Value Chain Analysis

2.4 Outsourced Customer Care Services Market Dynamics

2.5 Key Opportunities Prioritized

2.6 Industry Analysis - Porter's

2.7 Outsourced Customer Care Services - Company Market Share Analysis

2.8 Outsourced Customer Care Services - PESTEL Analysis

CHAPTER 3 OUTSOURCED CUSTOMER CARE SERVICE ACTIVITY OUTLOOK

3.1 Customer Interaction

3.1.1 Customer Care

3.1.2 Sales

3.1.3 Marketing

3.1.4 Technical Support/Help Desk

3.2 Fulfillment/Logistics

3.3 CRM Technology Hosting

CHAPTER 4 OUTSOURCED CUSTOMER CARE SERVICES REGIONAL OUTLOOK

4.1 North America

4.2 EMEA

4.3 Asia Pacific

4.4 South America

CHAPTER 5 OUTSOURCED CUSTOMER CARE SERVICES COMPETITIVE LANDSCAPE

5.1 Teleperformance SA

- 5.1.1 Company Overview
- 5.1.2 Financial Performance
- 5.1.3 Product Benchmarking
- 5.1.4 Strategic Initiatives
- 5.2 Stream Global Services
 - 5.2.1 Company Overview
 - 5.2.2 Financial Performance
 - 5.2.3 Product Benchmarking
 - 5.2.4 Strategic Initiatives
- 5.3 Convergys Corporation
 - 5.3.1 Company Overview
 - 5.3.2 Financial Performance
 - 5.3.3 Product Benchmarking
 - 5.3.4 Strategic Initiatives
- 5.4 Sykes Enterprises
 - 5.4.1 Company Overview
 - 5.4.2 Financial Performance
 - 5.4.3 Product Benchmarking
 - 5.4.4 Strategic Initiatives
- 5.5 West Corporation
 - 5.5.1 Company Overview
 - 5.5.2 Financial Performance
 - 5.5.3 Product Benchmarking
 - 5.5.4 Strategic Initiatives
- 5.6 Sitel Worldwide Corporation
 - 5.6.1 Company Overview
 - 5.6.2 Financial Performance
 - 5.6.3 Product Benchmarking
 - 5.6.4 Strategic Initiatives
- 5.7 Synnex Corporation
 - 5.7.1 Company Overview
 - 5.7.2 Financial Performance
 - 5.7.3 Product Benchmarking
 - 5.7.4 Strategic Initiatives
- 5.8 TeleTech Holdings, Inc.
 - 5.8.1 Company Overview
 - 5.8.2 Financial Performance
 - 5.8.3 Product Benchmarking
 - 5.8.4 Strategic Initiatives

5.9 StarTek. Inc.

5.9.1 Company Overview

5.9.2 Financial Performance

5.9.3 Product Benchmarking

5.9.4 Strategic Initiatives

5.10 Aegis

5.10.1 Company Overview

5.10.2 Financial Performance

5.10.3 Product Benchmarking

5.10.4 Strategic Initiatives

5.11 Amdocs

5.11.1 Company Overview

5.11.2 Financial Performance

5.11.3 Product Benchmarking

5.11.4 Strategic Initiatives

5.12 APAC Customer Services, Inc.

5.12.1 Company Overview

5.12.2 Financial Performance

5.12.3 Product Benchmarking

5.12.4 Strategic Initiatives

5.13 SPi Global

5.13.1 Company Overview

5.13.2 Financial Performance

5.13.3 Product Benchmarking

5.13.4 Strategic Initiatives

5.14 Advanced Contact Solutions

5.14.1 Company Overview

5.14.2 Financial Performance

5.14.3 Product Benchmarking

5.14.4 Strategic Initiatives

5.15 Infosys Limited

5.15.1 Company Overview

5.15.2 Financial Performance

5.15.3 Product Benchmarking

5.15.4 Strategic Initiatives

5.16 Accenture

5.16.1 Company Overview

5.16.2 Financial Performance

5.16.3 Product Benchmarking

- 5.16.4 Strategic Initiatives
- 5.17 Transcom Worldwide
 - 5.17.1 Company Overview
 - 5.17.2 Financial Performance
 - 5.17.3 Product Benchmarking
 - 5.17.4 Strategic Initiatives

CHAPTER 6 METHODOLOGY & SCOPE

- 6.1 Research Methodology
- 6.2 Research Scope & Assumptions
- 6.3 List of Data Sources

List Of Tables

LIST OF TABLES

Global Outsourced Customer Care Services Market Revenue, 2012 - 2020

Global Outsourced Customer Care Services Market by Region (USD Million), 2012 - 2020

Global Outsourced Customer Care Services Market by Service Activity (USD Million), 2012 - 2020

Global Outsourced Customer Care Services Market by Customer Interaction (USD Million), 2012 – 2020

Global outsourced customer care interaction services market revenue, 2012 - 2020

Global outsourced customer care interaction services market revenue, by region, 2012 - 2020

Global outsourced customer service market revenue, 2012 - 2020

Global outsourced customer service market revenue by region, 2012 - 2020

Global outsourced customer care sales services market revenue, 2012 - 2020

Global outsourced customer care sales services market revenue by region, 2012 - 2020

Global outsourced customer care marketing services market revenue, 2012 - 2020

Global outsourced customer care marketing services market revenue by region, 2012 - 2020

Global outsourced customer care technical support services market revenue, 2012 – 2020

Global outsourced customer care technical support services market revenue by region, 2012 – 2020

Global outsourced customer care fulfillment services market revenue, 2012 - 2020

Global outsourced customer care fulfillment services market revenue by region, 2012 – 2020

Global outsourced CRM technology hosting services market revenue, 2012 – 2020

Global outsourced CRM technology hosting services market revenue by region, 2012 - 2020

North America Outsourced Customer Care Services market revenue by service activity, 2012 – 2020

EMEA Outsourced Customer Care Services market revenue by service activity, 2012 – 2020

Asia Pacific Outsourced Customer Care Services market revenue by service activity, 2012 – 2020

South America Outsourced Customer Care Services market revenue by service activity, 2012 – 2020

List Of Figures

LIST OF FIGURES

Outsourced Customer Care Services – Industry Summary & Critical Success Factors (CSFs)

Outsourced Customer Care Services Market Segmentation

Global Outsourced Customer Care Services Market Revenue, 2012 - 2020

Outsourced Customer Care Services Value Chain Analysis

Outsourced Customer Care Services Market Dynamics

Outsourced Customer Care Services Company Market Share Analysis, 2012

Key Opportunities Prioritized

Industry Analysis - Porter's

Outsourced Customer Care Services Company Market Share Analysis, 2012

Outsourced Customer Care Services PESTEL Analysis, 2012

Outsourced Customer Care Services market share by service activity, 2012 & 2020

Global Outsourced Customer Care Interaction Services market demand (Revenue), 2012 - 2020

Global Outsourced Customer Service market demand (Revenue), 2012 – 2020

Global Outsourced Customer Care Sales Services market demand (Revenue), 2012 - 2020

Global Outsourced Customer Care Marketing Services market demand (Revenue), 2012 – 2020

Global Outsourced Customer Care Technical Support Services market demand (Revenue), 2012 - 2020

Global Outsourced Customer Care Fulfillment Services market demand (Revenue), 2012 - 2020

Global Outsourced CRM technology Hosting market demand (Revenue), 2012 - 2020

Outsourced Customer Care Services market share by region, 2012 & 2020

North America Outsourced Customer Care Services market, by service activity, 2012 – 2020

EMEA Outsourced Customer Care Services market, by service activity, 2012 – 2020

Asia Pacific Outsourced Customer Care Services market, by service activity, 2012 – 2020

South America Outsourced Customer Care Services market, by service activity, 2012 – 2020

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