

2011 Trends to Watch: CRM outsourcing

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Abstracts

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Introduction

An overview of the 2011 trends that Ovum anticipates will pervade the CRM outsourcing space, including social media, margin management, and vertical opportunities. This is key reading for any contact center outsourcer and its clients.

Features and benefits

Learn about how social media can be used in the CRM outsourcing space through 2011.

Understand where CRM outsourcers can source new vertical revenue opportunities through the coming 12 months.

Identify how both demand for CRM outsourcing services and margins will shift in 2011.

Highlights

Social media is potentially set to make major gains in the CRM outsourcing space in 2011, but potential obstacles could pop up. Several opportunities are available for CRM outsourcers in government, utilities, and healthcare in 2011. CRM outsourcing demand and margins are expected to remain tight in 2011.

Your key questions answered

What are the main sector-based opportunities that CRM outsourcers can leverage in 2011?

How will social media play out for contact center outsourcers and their clients in 2011?

What are the trends that CRM outsourcers need to anticipate around demand and margins in 2011?

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SUMMARY

Catalyst
Ovum view
Key messages

BUSINESS TRENDS AND SERVICE ENABLERS

Being prepared is key to profiting through 2011

GROWTH OF CRM OUTSOURCING WILL REMAIN TEPID IN 2011

Slow growth means limited demand for CRM services in Western markets
Stagnant economic rebound
Ongoing negative consumer confidence
New revenue opportunities in developing markets

CRM MARGINS ARE LIKELY TO STAY TIGHT THROUGH 2011

Concern about shrinking revenues
Reluctance to use lower-cost business models
Lower client tolerance for price increases
Reduced profitability in order to maintain clients

NEW OPPORTUNITIES EXIST IN EMERGING VERTICALS

Overview
Government
Healthcare
Utilities

SOCIAL MEDIA WILL BECOME A MAINSTREAM (BUT NICHE) CHANNEL

Melding social networking with operational realities
Social media is more pervasive than ever

2011 WILL SEE THE START OF SOCIAL MEDIA CRM REVOLUTION

Rationalization of this business channel is also likely

RECOMMENDATIONS

Closely monitor economic changes to help project CRM service demand

Identify new business possibilities in emerging economies

Attack immature vertical markets aggressively

Explore social media service opportunities thoroughly

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Author

Ovum Consulting

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