

# Knowing your CRM outsourcing client in Australia/New Zealand

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## Abstracts

This survey consists of 13 multi-segmented questions about trends in contact center outsourcing.

Ovum interviewed 22 senior executives at leading Australia/New Zealand (ANZ) enterprises.

Telephone-based research (not online):

each in-depth interview lasted approximately 30–45 minutes  
local language-speaking researchers were used to conduct the calls.

The data presented in this slide pack was collected as part of a multi-sector study on contact center outsourcing procurement trends, published in September 2009.

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