

Knowing your CRM outsourcing client in Australia/New Zealand

<https://marketpublishers.com/r/KD7EA95CC8BEN.html>

Date: November 2009

Pages: 21

Price: US\$ 1,495.00 (Single User License)

ID: KD7EA95CC8BEN

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.

Contents

EXECUTIVE SUMMARY
SAMPLE DISTRIBUTION OF ANZ PARTICIPANTS
ANZ CRM BUDGETS SHOWING SIGNS OF LIFE
MIXED CHANNEL STRATEGIES IN ANZ CONTACT CENTERS
REVENUE GROWTH KEY GOAL FOR ANZ ENTERPRISES
VARIED ANZ COST REDUCTION STRATEGIES IN ANZ
ANZ FIRMS KEEN TO OUTSOURCE OUTBOUND FUNCTIONS
SIS LOCAL VENDORS FAVORED TO DELIVER ANZ OUTSOURCING
TOP 5 CRITERIA FOR ANZ OUTSOURCER CHOICE
AGENT-RELATED WORRIES ARE THE TOP ANZ CRM HEADACHE
OFFSHORE DELIVERY IS A LONG-TERM PROSPECT IN ANZ
HOME AGENT NOT SEEN AS ANZ OFFSHORE ALTERNATIVE
SELF-SERVICE NOT SEEN AS OFFSHORE ALTERNATIVE IN ANZ
STRATEGIC RECOMMENDATIONS
RELATED OVUM RESEARCH
APPENDIX

I would like to order

Product name: Knowing your CRM outsourcing client in Australia/New Zealand

Product link: <https://marketpublishers.com/r/KD7EA95CC8BEN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/KD7EA95CC8BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970