

# Knowing your retail CRM outsourcing client

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## Abstracts

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

Ovum interviewed 26 senior executives at leading retailers in North America, Europe and Australia/New Zealand.

Telephone-based research (not online):

each in-depth interview lasted approximately 30–45 minutes  
local language-speaking researchers conducted 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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