

# **North America Customer Care BPO Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Solution (Onshore Outsourcing, Offshore Outsourcing, and Nearshore Outsourcing) and End User (BFSI, IT and Telecommunication, Retail and E-Commerce, Manufacturing, Healthcare and Pharmaceutical, Transport and Logistics, Media and Communication, Automotive, and Others)**

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## **Abstracts**

The North America customer care BPO market is expected to grow from US\$ 8,275.80 million in 2023 to US\$ 12,003.48 million by 2028. It is estimated to grow at a CAGR of 7.7% from 2023 to 2028.

### **Huge Cost Benefits Conferred by Outsourcing Customer Care Services in North America Customer Care BPO Market**

The BPO sector has flourished with profit businesses, nonprofit organizations, and government bodies outsourcing a range of tasks to service providers. Customer care BPO solutions confer cost benefits to customers in several ways. For instance, in training or recruiting cos, the outsourcing does not require staff training as it involves hiring third-party service providers who already have skilled workforces; this reduces training or recruiting costs. Similarly, in Infrastructure savings, companies outsourcing their processes do not need to spend extra money on infrastructure or on adding new equipment to their facilities. A BPO service provider or independent contractor has all the supplies and equipment needed to get the job done. Thus, lower cost of operations is the biggest advantage associated with outsourcing. As outsourcing service providers

are specialized in the services they offer, they can often accomplish the tasks at much lower costs than non-specialists. Thus, outsourcing is an excellent way, particularly, for businesses with limited resources to reduce their overhead costs. Thus, huge cost benefits conferred by outsourcing customer care jobs bolster the customer care BPOs market growth.

## North America Customer Care BPO Market Overview

The North American region includes the US, Canada, and Mexico. The availability of efficient infrastructure in developed nations, such as the US and Canada, has enabled manufacturing companies to explore the limits of science, technology, and commerce. The US possesses modern technology, a high standard of living, well-developed infrastructure, and many other aspects of being a developed nation. Across North America, technological advancements have led to a highly competitive market. Globalization has further increased business competitiveness across most sectors in developed and developing nations. It has led businesses to focus on customer experience management to retain existing customers and convert first-time users to repeat customers. With increasing customer demand for high-quality products and services, organizations are increasingly adopting customer care BPO services. It enables them to enhance the overall business processes while meeting the customers' demands in the best possible way.

## North America Customer Care BPO market Revenue and Forecast to 2028 (US\$ Million)

### North America Customer Care BPO market Segmentation

The North America customer care BPO market is segmented on the basis of solution, end user, and country. On the basis of solution, the North America customer care BPO market is segmented into nearshore outsourcing, onshore outsourcing, and offshore outsourcing. The onshore outsourcing segment registered the largest market share in 2023.

Based on end user, the North America customer care BPO market is further segmented into oil & gas, IT & telecom, power & utility, and others. The IT & telecom segment registered the largest market share in 2023.

Based on country, the North America customer care BPO market is segmented into US, Canada, and Mexico. US dominated the market share in 2023.

Alorica Inc, Comdata SpA, Concentrix Corp, Foundever Operating Corp, Front Logix Solutions LLC, Teleperformance SE, Telus International Cda Inc, TTEC Holdings Inc, and Webhelp Inc are the leading companies operating in the North America customer care BPO market.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
  - 1.3.1 North America Customer Care BPO Market – By Solution
  - 1.3.2 North America Customer Care BPO Market – By End User
  - 1.3.3 North America Customer Care BPO Market- By Country

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. NORTH AMERICA CUSTOMER CARE BPO MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 North America PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinion

### **5. NORTH AMERICA CUSTOMER CARE BPO MARKET – KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Rising Focus of Organizations on Ensuring Greater Customer Satisfaction
  - 5.1.2 Huge Cost Benefits Conferred by Outsourcing Customer Care Services
- 5.2 Restraint
  - 5.2.1 Concerns Regarding Data Security and Privacy
- 5.3 Opportunity
  - 5.3.1 Progressive IT and Telecommunications Sector
- 5.4 Future Trend
  - 5.4.1 Emergence of Technologies such as Artificial Intelligence and Cloud Computing
- 5.5 Impact Analysis of Drivers and Restraints

## **6. CUSTOMER CARE BPO MARKET – NORTH AMERICA ANALYSIS**

6.1 North America Customer Care BPO Market Overview

6.2 North America Customer Care BPO Market – Revenue and Forecast to 2028 (US\$ Million)

## **7. NORTH AMERICA CUSTOMER CARE BPO MARKET ANALYSIS – BY SOLUTION**

7.1 Overview

7.2 North America Customer Care BPO Market, By Solution (2022 and 2028)

7.3 Nearshore Outsourcing

7.3.1 Overview

7.3.2 Nearshore Outsourcing: Customer Care BPO Market – Revenue, and Forecast to 2028 (US\$ Million)

7.4 Onshore Outsourcing

7.4.1 Overview

7.4.2 Onshore Outsourcing: Customer Care BPO Market – Revenue, and Forecast to 2028 (US\$ Million)

7.5 Offshore Outsourcing

7.5.1 Overview

7.5.2 Offshore Outsourcing: Customer Care BPO Market – Revenue, and Forecast to 2028 (US\$ Million)

## **8. NORTH AMERICA CUSTOMER CARE BPO MARKET ANALYSIS – BY END USER**

8.1 Overview

8.2 North America Customer Care BPO Market, By End User (2022 and 2028)

8.3 IT and Telecommunication

8.3.1 Overview

8.3.2 IT and Telecommunication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.4 BFSI

8.4.1 Overview

8.4.2 BFSI: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.5 Retail and E-Commerce

8.5.1 Overview

8.5.2 Retail and E-Commerce: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.6 Manufacturing

8.6.1 Overview

8.6.2 Manufacturing: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.7 Transport and Logistics

8.7.1 Overview

8.7.2 Transport and Logistics: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.8 Healthcare and Pharmaceutical

8.8.1 Overview

8.8.2 Healthcare and Pharmaceutical: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.9 Media and Communication

8.9.1 Overview

8.9.2 Media and Communication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.10 Automotive

8.10.1 Overview

8.10.2 Automotive: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.11 Others

8.11.1 Overview

8.11.2 Others: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

## **9. NORTH AMERICA CUSTOMER CARE BPO MARKET – COUNTRY ANALYSIS**

9.1 Overview

9.1.1 North America Customer Care BPO Market Breakdown, by Country

9.1.1.1 US Customer Care BPO Market, Revenue and Forecast to 2028

9.1.1.1.1 US Customer Care BPO Market Breakdown, By Solution

9.1.1.1.2 US Customer Care BPO Market Breakdown, By End User

9.1.1.2 Canada Customer Care BPO Market, Revenue and Forecast to 2028

9.1.1.2.1 Canada Customer Care BPO Market Breakdown, By Solution

9.1.1.2.2 Canada Customer Care BPO Market Breakdown, By End User

9.1.1.3 Mexico Customer Care BPO Market, Revenue and Forecast to 2028

9.1.1.3.1 Mexico Customer Care BPO Market Breakdown, By Solution

### 9.1.1.3.2 Mexico Customer Care BPO Market Breakdown, By End User

## **10. INDUSTRY LANDSCAPE**

- 10.1 Overview
- 10.2 Market Initiative
- 10.3 Merger and Acquisition

## **11. COMPANY PROFILES**

- 11.1 Comdata SpA
  - 11.1.1 Key Facts
  - 11.1.2 Business Description
  - 11.1.3 Products and Services
  - 11.1.4 Financial Overview
  - 11.1.5 SWOT Analysis
  - 11.1.6 Key Developments
- 11.2 Concentrix Corp
  - 11.2.1 Key Facts
  - 11.2.2 Business Description
  - 11.2.3 Products and Services
  - 11.2.4 Financial Overview
  - 11.2.5 SWOT Analysis
  - 11.2.6 Key Developments
- 11.3 Telus International Cda Inc
  - 11.3.1 Key Facts
  - 11.3.2 Business Description
  - 11.3.3 Products and Services
  - 11.3.4 Financial Overview
  - 11.3.5 SWOT Analysis
  - 11.3.6 Key Developments
- 11.4 Foundever Operating Corp
  - 11.4.1 Key Facts
  - 11.4.2 Business Description
  - 11.4.3 Products and Services
  - 11.4.4 Financial Overview
  - 11.4.5 SWOT Analysis
  - 11.4.6 Key Developments
- 11.5 Front Logix Solutions LLC

- 11.5.1 Key Facts
- 11.5.2 Business Description
- 11.5.3 Products and Services
- 11.5.4 Financial Overview
- 11.5.5 SWOT Analysis
- 11.5.6 Key Developments
- 11.6 TTEC Holdings Inc
  - 11.6.1 Key Facts
  - 11.6.2 Business Description
  - 11.6.3 Products and Services
  - 11.6.4 Financial Overview
  - 11.6.5 SWOT Analysis
  - 11.6.6 Key Developments
- 11.7 Teleperformance SE
  - 11.7.1 Key Facts
  - 11.7.2 Business Description
  - 11.7.3 Products and Services
  - 11.7.4 Financial Overview
  - 11.7.5 SWOT Analysis
  - 11.7.6 Key Developments
- 11.8 Webhelp Inc
  - 11.8.1 Key Facts
  - 11.8.2 Business Description
  - 11.8.3 Products and Services
  - 11.8.4 Financial Overview
  - 11.8.5 SWOT Analysis
  - 11.8.6 Key Developments
- 11.9 Alorica Inc
  - 11.9.1 Key Facts
  - 11.9.2 Business Description
  - 11.9.3 Products and Services
  - 11.9.4 Financial Overview
  - 11.9.5 SWOT Analysis
  - 11.9.6 Key Developments

## **12. APPENDIX**

- 12.1 About The Insight Partners
- 12.2 Word Index



## List Of Tables

### LIST OF TABLES

Table 1. North America Customer Care BPO Market – Revenue and Forecast to 2028 (US\$ Million)

Table 2. North America Customer Care BPO Market, Revenue and Forecast To 2028 – By Country (US\$ Million)

Table 3. US Customer Care BPO Market, Revenue and Forecast to 2028 – By Solution (US\$ Million)

Table 4. US Customer Care BPO Market, Revenue and Forecast to 2028 – By End User (US\$ Million)

Table 5. Canada Customer Care BPO Market, Revenue and Forecast to 2028 – By Solution (US\$ Million)

Table 6. Canada Customer Care BPO Market, Revenue and Forecast to 2028 – By End User (US\$ Million)

Table 7. Mexico Customer Care BPO Market, Revenue and Forecast to 2028 – By Solution (US\$ Million)

Table 8. Mexico Customer Care BPO Market, Revenue and Forecast to 2028 – By End User (US\$ Million)

Table 9. List of Abbreviation

## List Of Figures

### LIST OF FIGURES

- Figure 1. North America Customer Care BPO Market Segmentation
- Figure 2. North America Customer Care BPO Market Segmentation – By Country
- Figure 3. North America Customer Care BPO Market Overview
- Figure 4. North America Customer Care BPO Market, by Solution
- Figure 5. North America Customer Care BPO Market, by Country
- Figure 6. North America: PEST Analysis
- Figure 7. Expert Opinion
- Figure 8. North America Customer Care BPO Market Impact Analysis of Drivers and Restraints
- Figure 9. North America Customer Care BPO Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 10. North America Customer Care BPO Market Revenue Share, By Solution (2022 and 2028)
- Figure 11. North America Nearshore Outsourcing: Customer Care BPO Market – Revenue, and Forecast to 2028 (US\$ Million)
- Figure 12. North America Onshore Outsourcing: Customer Care BPO Market – Revenue, and Forecast to 2028 (US\$ Million)
- Figure 13. North America Offshore Outsourcing: Customer Care BPO Market – Revenue, and Forecast to 2028 (US\$ Million)
- Figure 14. North America Customer Care BPO Market Revenue Share, By End User (2022 and 2028)
- Figure 15. North America IT and Telecommunication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 16. North America BFSI: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 17. North America Retail and E-Commerce: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 18. North America Manufacturing: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 19. North America Transport and Logistics: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 20. North America Healthcare and Pharmaceutical: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 21. North America Media and Communication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

Figure 22. North America Automotive: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

Figure 23. North America Others: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

Figure 24. North America: Customer Care BPO Market, by Key Country – Revenue (2022) (US\$ Million)

Figure 25. North America Customer Care BPO Market Breakdown, by Country, 2022 & 2028 (%)

Figure 26. US Customer Care BPO Market, Revenue and Forecast to 2028 (US\$ Million)

Figure 27. Canada Customer Care BPO Market, Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Mexico Customer Care BPO Market, Revenue and Forecast to 2028 (US\$ Million)

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