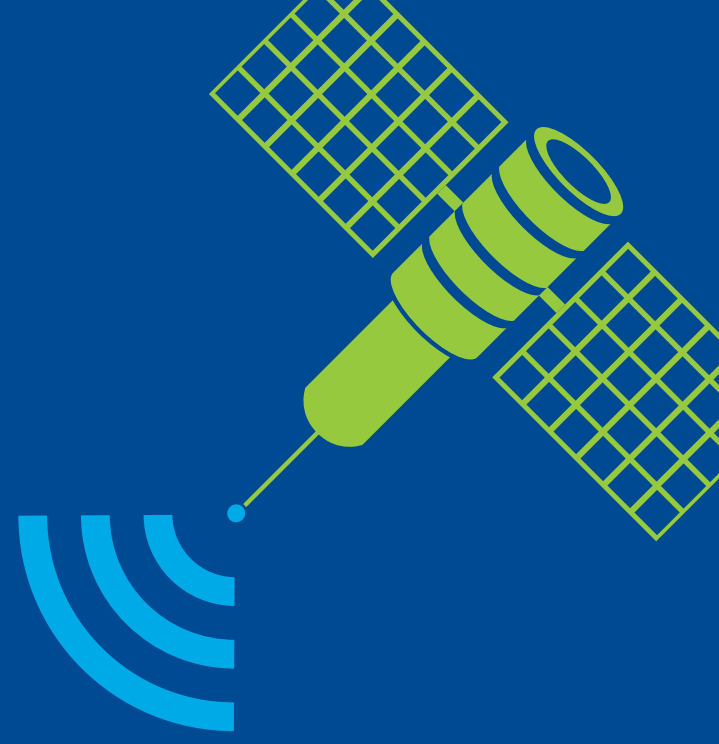


2015 Global Contact Center Survey results Top 10 Insights



1 Contact centers continue to grow — in size and strategic importance



of respondents expect contact center growth in the next two years primarily to support **business growth** and **customer experience** demands



72%

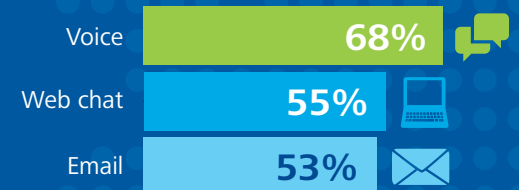
of respondents are planning contact center transformation in the next two years with heavy emphasis on **consolidation, outsourcing,** and/or establishing **new contact centers**

2 Volumes on all contact channels are expected to grow

Web self-service, email, and mobile are likely to experience the largest growth for **simple inquiries**.

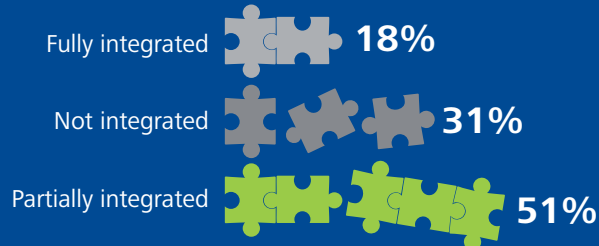


Voice, web chat and email are projected to experience the largest growth for **complex inquiries**.

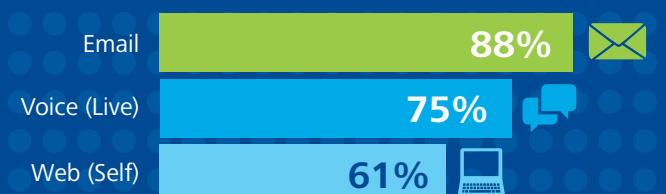


3 Channel integration continues to struggle

Over 30% of the respondents have **not even partially integrated** their channels



Email, Voice (Live), and **Web (Self)** have been integrated by the most respondents



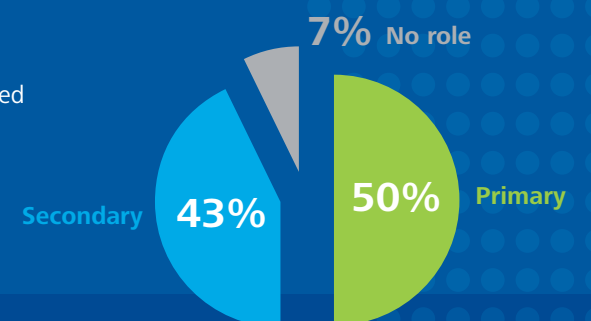
4 Customer Experience is a competitive differentiator



85%

of responding organizations surveyed view customer experience provided through the contact centers as a **competitive differentiator**

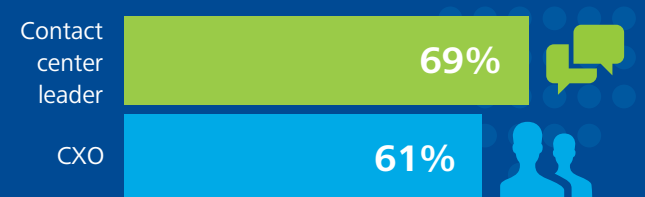
Over half of the respondents believe that contact center plays a **primary role** in customer retention



5 CXOs are accountable for contact center customer experience

Most organizations surveyed have **multiple resources** responsible for customer experience delivered through the contact center

Top two accountable roles

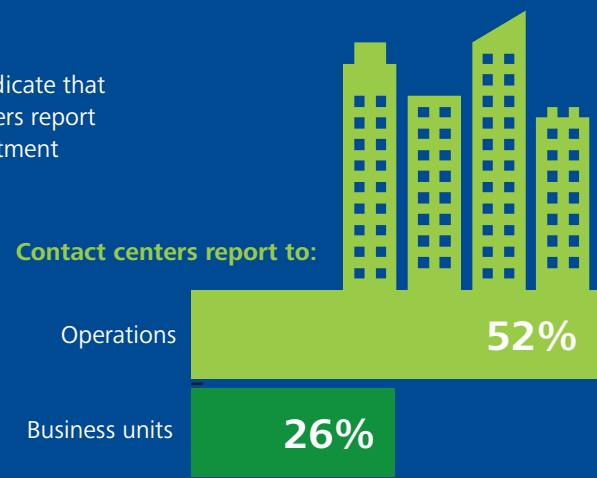


6 Reporting structures underline the growing importance of contact centers



74% of respondents indicate that their contact centers report to a **single** department

37% of respondents indicate that their contact centers reported to a single department in **2013**



7 Employee satisfaction and engagement are important

3 in 4 of surveyed contact centers measure their employee satisfaction

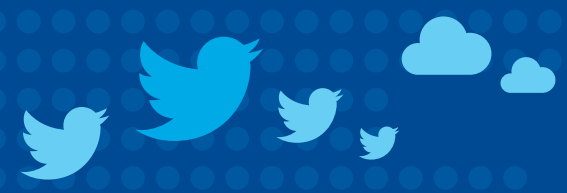


Respondents indicate that **employee or group recognition** is the most effective way to improve employee satisfaction

8 SaaS-based solutions are projected to fuel the growth in contact center technology solutions



CRM currently leads the way in use of **SaaS-based solutions** among those surveyed, and is expected to continue to do so in the next two years



WFM, Social, and Mobile will likely see the biggest increases in use of SaaS-based solutions in the next two years

9 Contact centers continue to utilize outsourcing, but the usage of remote staff hasn't quite gained traction



35% of respondents outsource their contact centers



Most contact centers surveyed currently employ less than **10%** remote staff



of those, **more than half** outsource over **50%** of their resources

10 Industry trends continue to shape contact center evolution



70%

of Health Plans surveyed believe contact centers play a primary role in **customer retention**



75%

of Health Care Providers surveyed view customer experience provided through the contact centers as a **competitive differentiator**



Technology/Media/Telecom (TMT) has the highest use rates of outsourced reps at

51%



Financial Services has the highest percentage of remote representatives at

13%



Retail and TMT lead the way in operationalizing omni-channel strategy with

33%

having fully integrated their channels

