

Golden Gate BPO Solutions

Global In-House Contact Center Benchmark Report – July 2017
Report Highlights

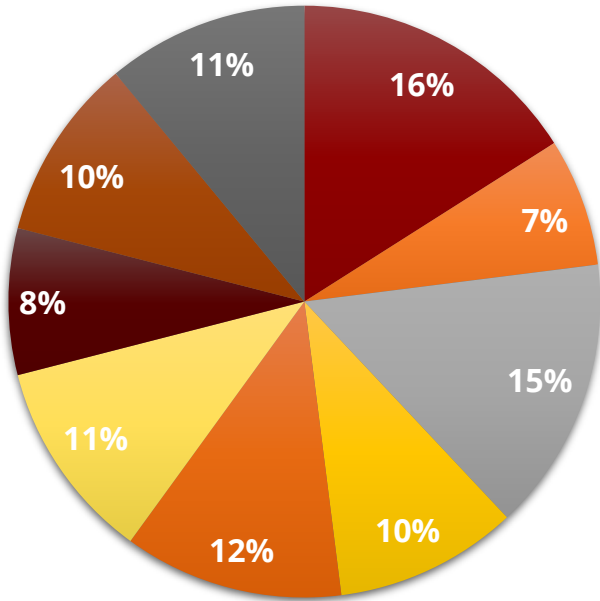
Executive Overview

- Golden Gate BPO Solutions Advisory Board member and contact center / BPO analyst [Peter Ryan](#) conducted a survey to gather the latest trends among enterprise contact center executives and decision makers
- 300 internal contact center executive decision makers were interviewed at the end of Q1 2017
- In this excerpt of the report we have included the following results:
 - What does your CRM budget look like?
 - What are your investment priorities within your CRM budget?
 - What CRM channels are you using?
 - What levels of agent attrition have you experienced?
 - What “pressure points” are keeping you up at night?
 - How are you using data and analytics?
 - What is the likelihood you will move from offshore to domestic delivery?
- [Contact us here](#) for information on how to receive a full copy of the 70-page comprehensive survey

**Note – in certain cases, due to rounding some totals may not correspond to 100%*

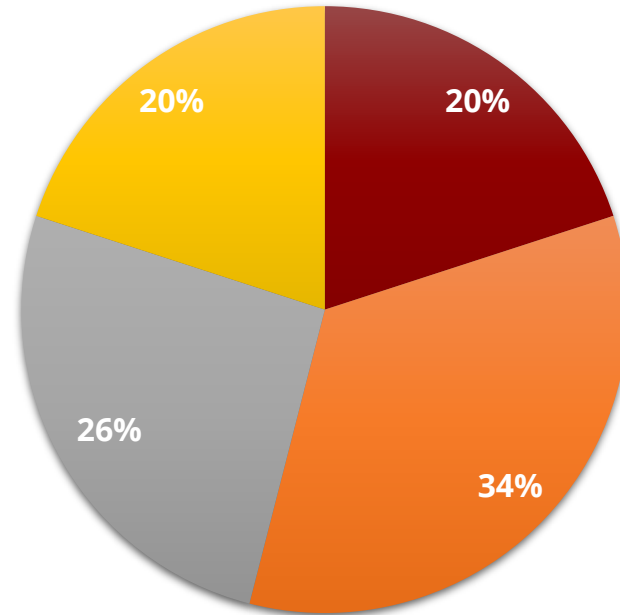
COMPANY CHARACTERISTICS OF EXECUTIVES SURVEYED

Vertical



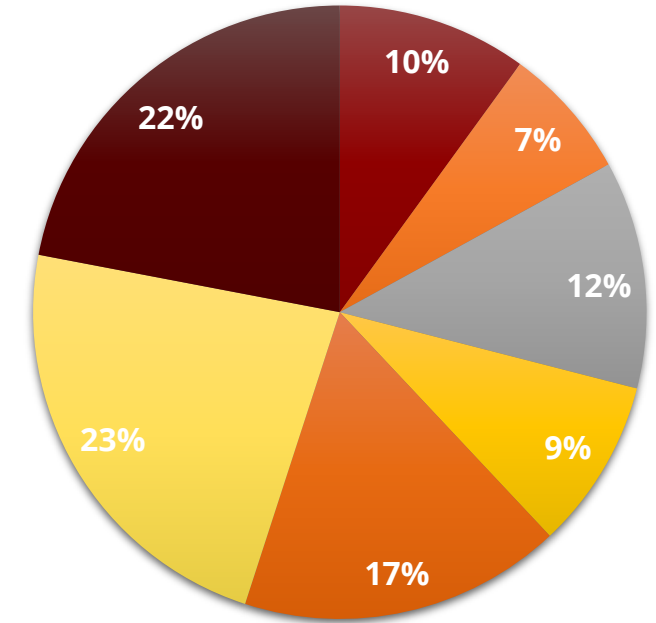
- Retail Banking
- Insurance
- Telco / Media
- Technology
- Retail / eComm
- Hospitality
- Healthcare
- Government
- Utilities

Country



- Australia
- U.S.
- U.K.
- Canada

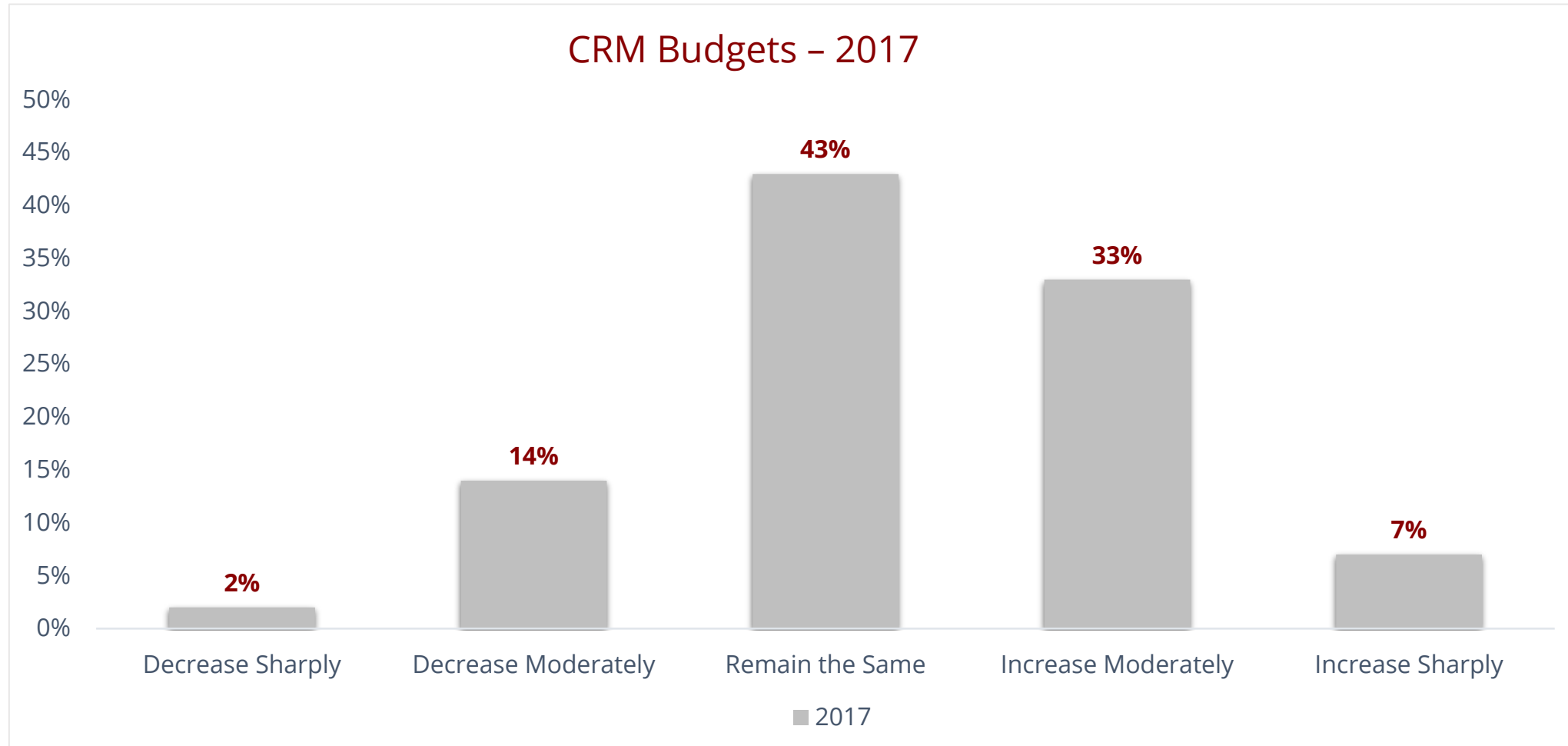
Annual Revenues



- \$10M - \$50M
- \$10M - \$100M
- \$101M - \$250M
- \$251M - \$500M
- \$501M - \$999M
- \$1B - \$5B
- \$5B +

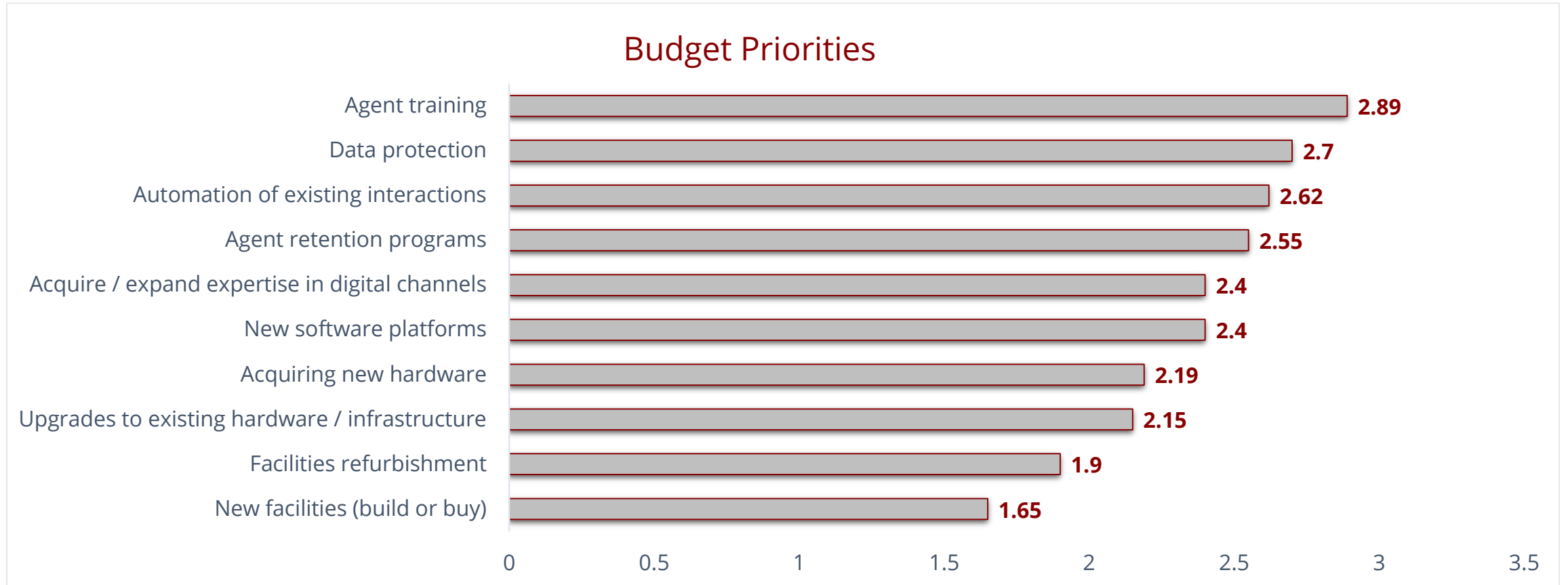
WHAT DOES YOUR CRM BUDGET LOOK LIKE?

How do you expect your in-house contact center investment plans to evolve in 2017?



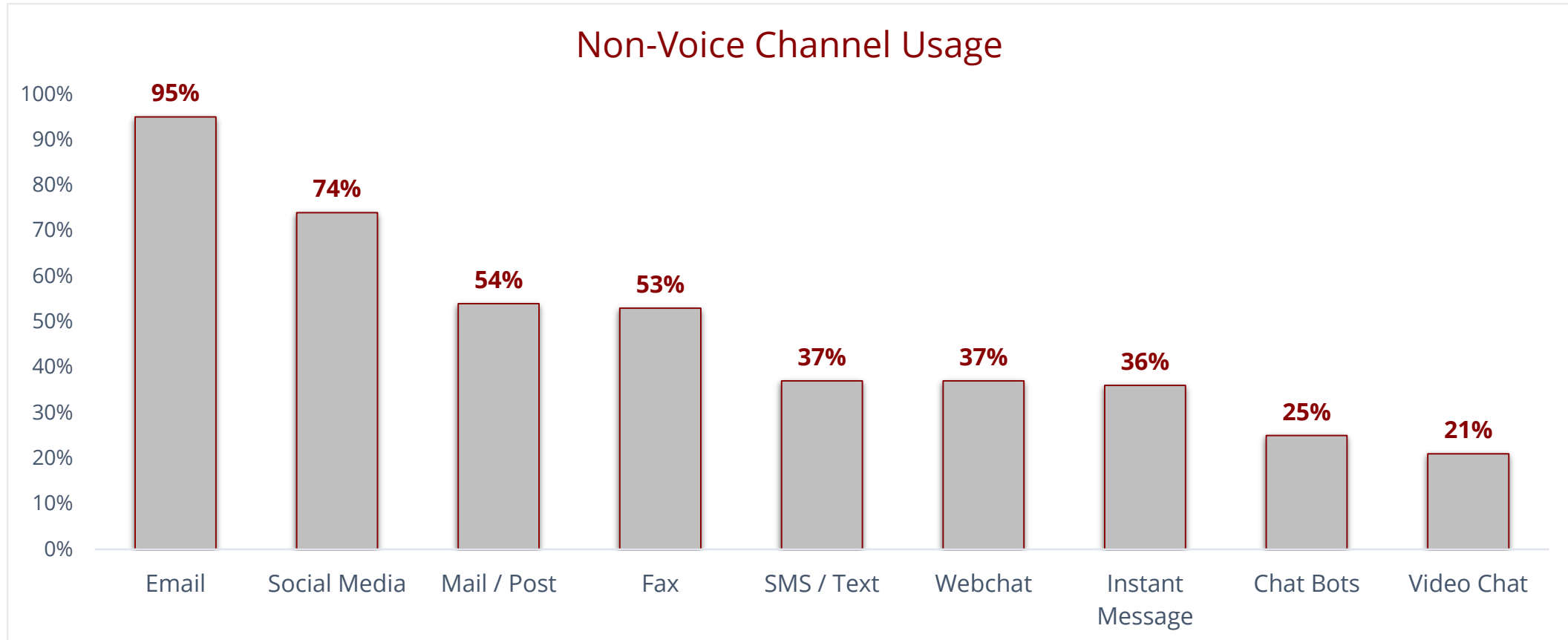
WHAT ARE YOUR CRM BUDGET PRIORITIES?

On a scale of 1 – 4 (4 being a high priority, 1 being not a priority), what areas of your in-house contact center operations are the most pressing investment priorities for your organization?



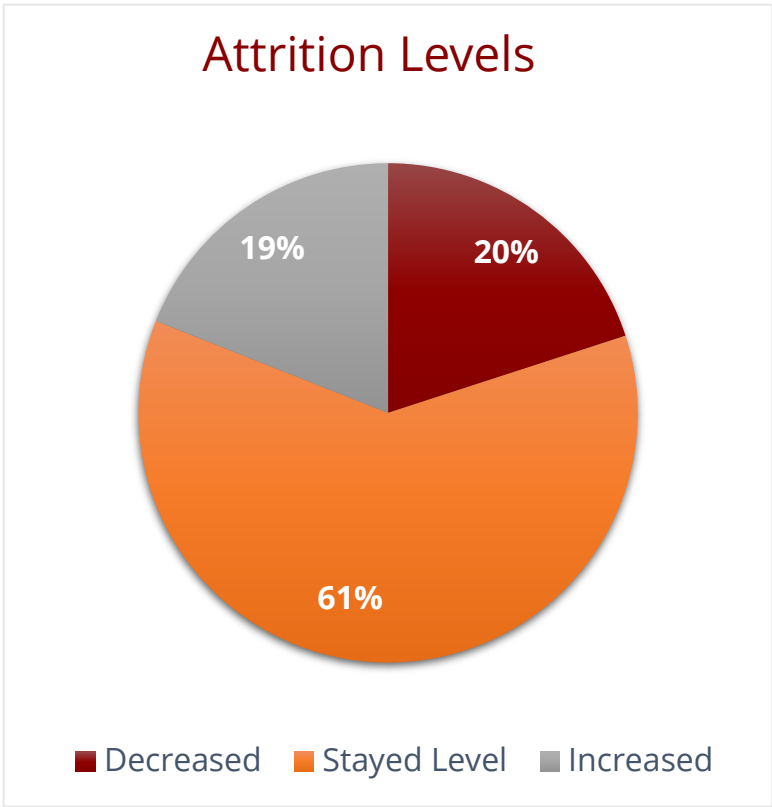
WHAT CRM CHANNELS ARE YOU USING?

Please identify the non-voice channels that are currently being deployed (pick all that apply).

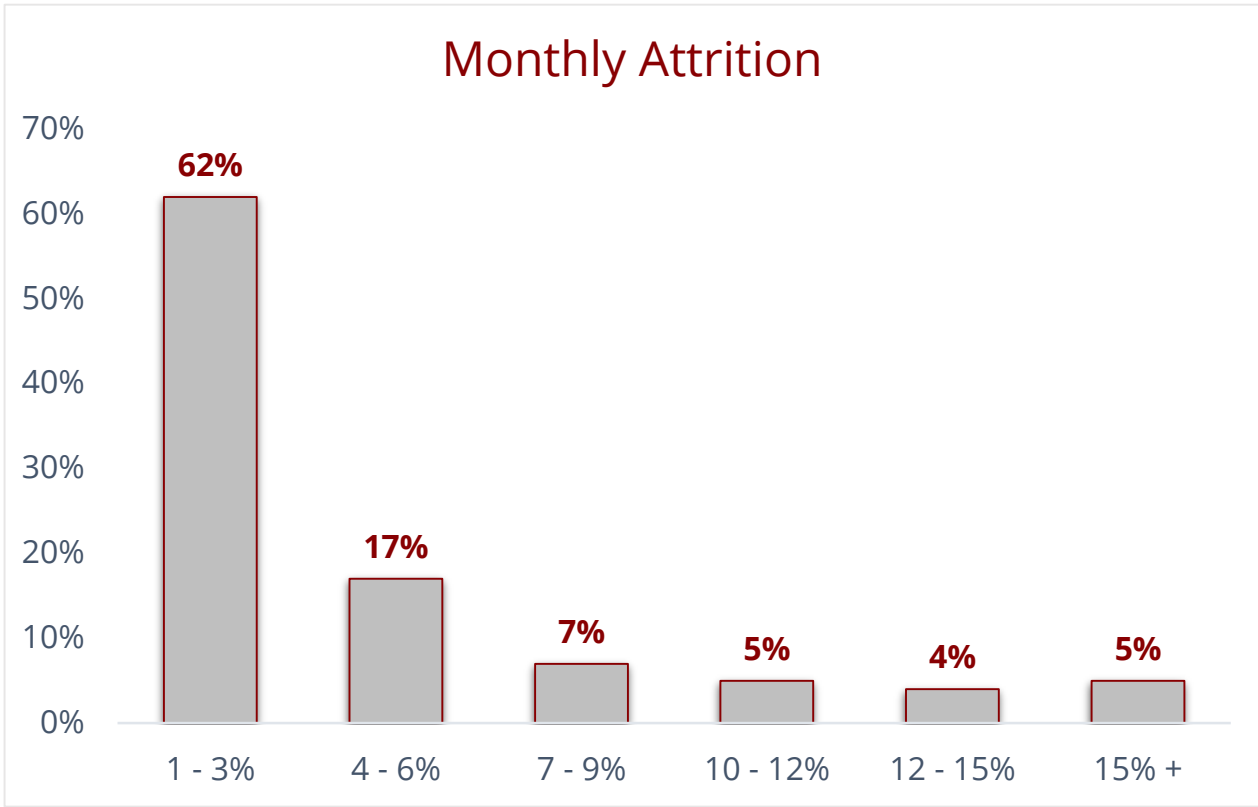


HOW MUCH AGENT ATTRITION ARE YOU EXPERIENCING?

Over the past 12 months have agent attrition levels in your in-house contact centers increased, decreased or stayed level?

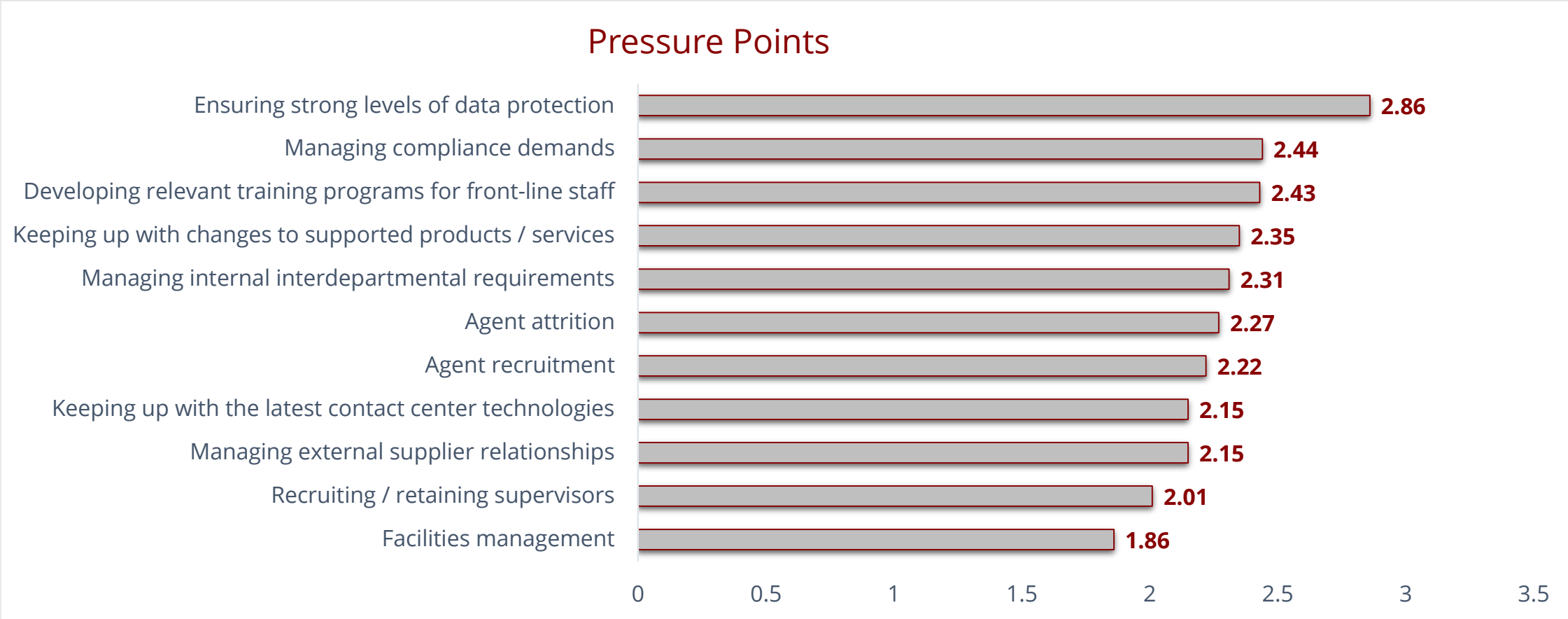


Over the past 12 months (on average) what have been monthly agent attrition levels in your in-house contact centers?



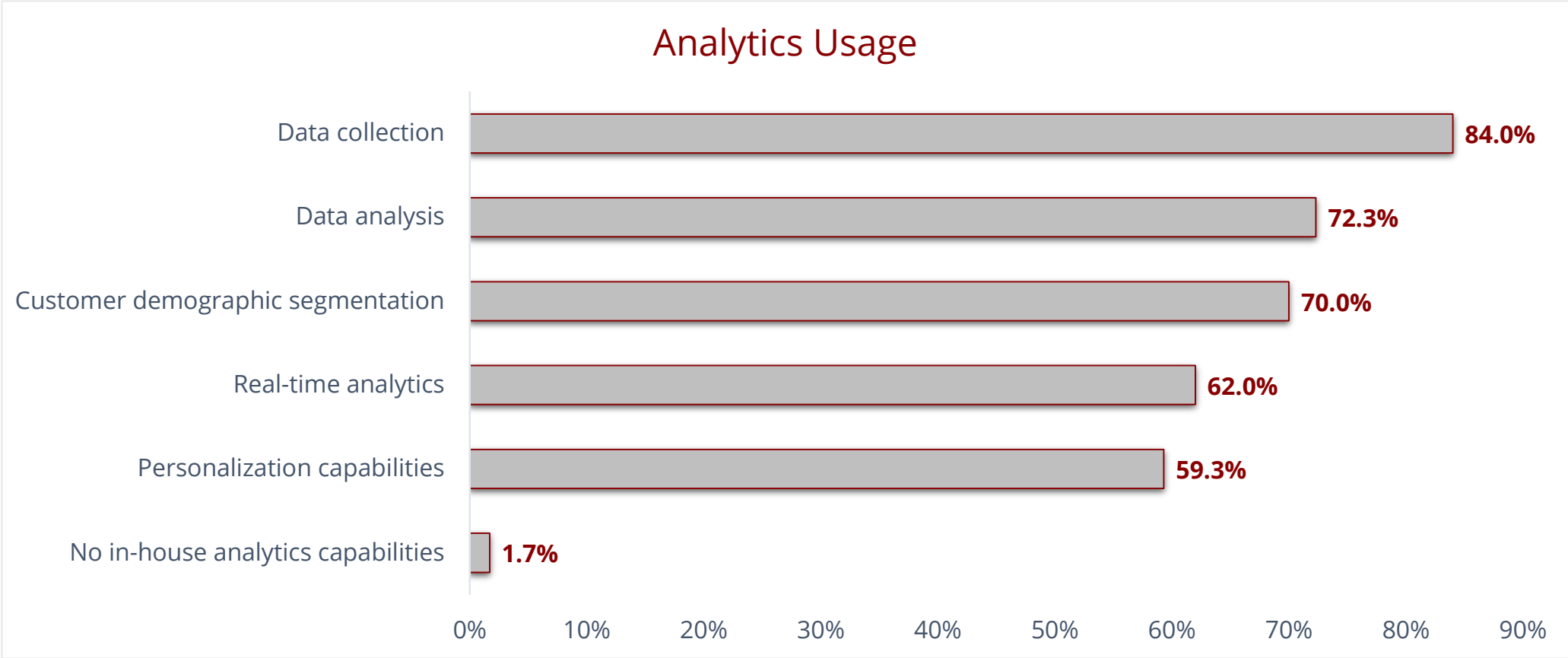
WHAT "PRESSURE POINTS" ARE KEEPING YOU UP AT NIGHT?

On a scale of 1 – 4 (4 being a very heavy pressure point, 1 being no pressure), what are the main pressure points in your contact center operations?



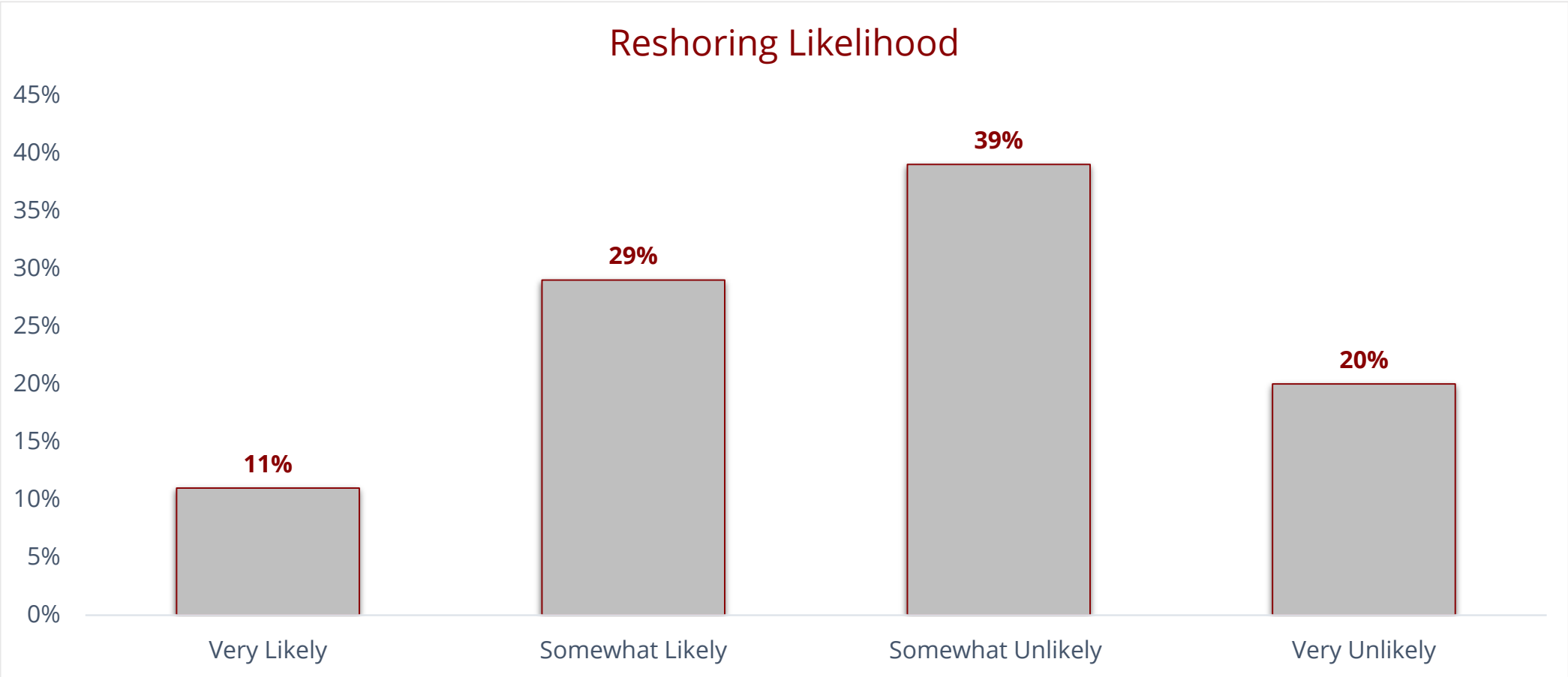
HOW ARE YOU USING DATA / ANALYTICS?

Please identify your current in-house CRM data analytics capabilities (choose all that apply).



LIKELIHOOD OF MOVING OFFSHORE TO DOMESTIC DELIVERY?

What is the likelihood of reshoring work onshore in the next 12 months?



Golden Gate BPO Solutions

Golden Gate BPO Solutions is a provider of outsourced contact center, business process outsourcing and customer relationship management solutions. We help organizations to define and execute extraordinary customer engagement strategies to increase customer loyalty and achieve business goals.

We offer a unique and effective call center outsourcing alternative that provides our clients with a high touch client-service provider relationship. We deliver world class customer care, technical support and sales along with the full spectrum of outsourcing functions required to serve our clients' customers. Our services are delivered from a handful of our niche-oriented, high-quality multichannel service providers strategically located in the United States, Dominican Republic, Jamaica, Belize, India and the Philippines. This enables us to deliver our services on a customized, localized and personalized level to meet our clients' operational and economic needs in a tailored and efficient manner.

Our team works closely with clients to establish outsourcing goals and evaluate contact center processes, tools and management to drive performance and foster longstanding partnerships. Whether the engagement is strategic or operational, we make things happen and do whatever it takes to get results for our clients.

This approach combined with our business principles and adherence to best practices have established us to become a first-in-class outsourcing solutions provider. We were ranked #975 on the 2016 Inc. 5000, the most prestigious ranking of the nation's fastest-growing private companies.

To learn more, visit us at www.goldengatebpo.com.

Peter Ryan

[Peter Ryan](#) of [Ryan Strategic Advisory](#) has been at the forefront of contact center services market advisory for over a decade. Having began his career in London at Datamonitor in 2003, he quickly established himself as one of the foremost experts in the burgeoning CRM sector.

Over the course of his career, he has advised contact center outsourcers, their clients, industry associations and governments on matters ranging from vertical market penetration and service delivery to best practices in offshore positioning.

Peter Ryan's expertise in outsourcing has been recognized multiple times. He was awarded callcentrehelper.com's prestigious Best Respected Contact Center Professional in 2015 and was included in Fonolo's Top 16 Analysts Covering Customer Experience. He was also included in each iteration of the Nearshore Americas Power 50 influencers listings, which identified the most important outsourcing executives in the Western Hemisphere.

Through his career Peter Ryan has been a much sought-after speaker, headlining multiple events including The Turkey Call Center Conference and Expo (Istanbul), Nearshore Nexus (New York), The Business Process Enablement South Africa Summit (Cape Town), The Central American Nearshore Summit (Managua), Congreso Andino de Contact Centers y BPO (Bogota) and The Congreso Regional de Call Centers & CRM (Buenos Aires). He has also been frequently quoted in the media on a variety of matters pertaining to BPO and contact centers.

Peter has degrees in Political Studies from the University of Saskatchewan and an MBA from Dalhousie University. He resides in Montreal, Quebec.

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