

Exhibit 173

The logo for CONTACTBABEL features three stacked teal trapezoidal shapes above the company name in a teal, sans-serif font.

US Contact Center Verticals: Outsourcing

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US Contact Center Vertical Markets: Outsourcing & Telemarketing

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SPEED TO ANSWER

Outsourcing and telemarketing contact centers place strong emphasis on avoiding call abandonment and thus losing a sale or damaging their client service levels, and for all of the years studied within this report, the sector's speed to answer is lower than the US average, even during the pandemic.

Speed to answer is still one of the most important factors to customers calling a contact center, so a quick answer is beneficial to the customer experience as a whole.

Figure 16: Outsourcing & Telemarketing contact centers: average speed to answer, 2012-23

