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CONTACTBABEL

SIZE BAND

Almost every survey question is considered from the size aspect, as differences in resources, management techniques and technology vary greatly between size bands.

Contact centers surveyed fit into one of three categories:

- Small - 10 to 50 agent positions
- Medium - 51 to 200 agent positions
- Large - over 200 agent positions.

CONTACT CENTER TYPE

Whether a contact center is predominantly inbound or outbound can fundamentally determine how the contact center is run. Therefore, we sometimes analyze data by contact center type:

- Inbound: at least 75% of activity is inbound
- Outbound: at least 75% of activity is outbound
- Mixed: less than 75% of activity is either inbound or outbound.

THE STRUCTURE OF THE DATASETS

The data provided by the 214 contact centers interviewed in this study were broken down into discrete segments:

Vertical markets

- Finance – 29
- Insurance – 15
- Manufacturing – 12
- Medical – 28
- Outsourcing – 28
- Public Sector – 19
- Retail & Distribution – 20
- Services – 26
- Technology, Media and Telecoms (TMT) – 24
- Transport & Travel – 11
- None provided / other (not included in vertical market analysis) – 2.