

callcentres.net Asian Contact Center Industry Benchmarking Reports 2008

Individual Country Reports Available: China, India, Singapore, Thailand, Malaysia, The Philippines, Indonesia and Vietnam.

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Sample

- In-house (Captive) versus Outsourced Contact Centers
- Industry Breakdown

Market Profile

- Number of Contact Center Seats in Thailand and per Organisation
- Countries Serviced
- Opening Days

Contact Handling

- Customer Contacts per Channel
- Customer Interaction per Type of Activity
- Transactions per Contact Center Channel
- Inbound and Outbound Call Percentage
- Agent Call Handling

Revenue Generation

- Conversion Rates
- Strategies or Methods Adopted
- Profit versus Cost Center

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- Cost per Seat and Optimised Cost per Transaction (Not available for Indonesia and Vietnam)

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Key Performance Indicators

- Key Contact Center Metrics

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Outsourcing of Contact Centre Functionality

- Outsourcing Functionality
- Outsourcing Locations
- Future Outsourcing Plans

Contact Center Challenges

- Significant Challenges in the Next 12 months

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