

Abstract: 2009 Contact Center and Enterprise Performance Management Market Report

Discover why adoption of contact center performance management is quietly growing, despite the economic recession. The **2009 Contact Center and Enterprise Performance Management Market Report** is the most complete guide to contact center and enterprise performance management available in the marketplace. It encompasses vendors, products, technology, market trends, opportunities, challenges, competitive landscape, best practices, market share, projections, adoption rate, benefits, return on investment, pricing and customer references. This Report gives prospects considering new systems or upgrades everything they need to select the right product and vendor and succeed with an implementation.

Market growth is being driven by vendor responsiveness to customer needs. Contact center and enterprise decision-makers are demanding solutions that deliver actionable recommendations, can be implemented in 1 to 3 months, and have a ROI of less than 3 months. The vendors have responded by breaking their products into manageable modules or packaged offerings, or by embedding targeted performance management capabilities into broader application suites. The result is a new generation of contact center and enterprise performance management solutions that enable users to rapidly identify and address a specific business challenge, such as increasing first call resolution, improving contact center efficiency, increasing sales, or enhancing customer loyalty.

Report Highlights

- The number of CCPM seats grew by 53% in 2008, despite the economic recession. The compounded annual growth rate (CAGR) for CCPM between 2005 and 2008 was 154.4%.
- DMG Consulting forecasts that the number of CCPM and Enterprise Performance Management seats will grow by 15% annually in each of the next three years, 2009 – 2011.
- The scope of CCPM solutions is broadening to departments outside the contact center, including credit, claims, collections, sales, and marketing.
- Packaged CCPM modules that address specific contact center problems, can be rapidly deployed in 1 to 3 months, and have shorter learning cycles are attracting the attention of managers due to their quick ROI.
- New analytical applications are entering the contact center technology market. Customer Experience Analytics and Desktop Analytics are two new solutions that provide visibility into customer satisfaction, contact center efficiency, process and workflow, and agent effectiveness.
- Current CCPM users are committed to these applications and cannot imagine operating their contact centers without them. Their recommendations to enhance the next generation include providing advanced analytics to rapidly identify and find correlations, more actionable results, and more sophisticated workflow to make it easier to identify and fix operational issues.

Reasons to Buy This Report

- Understand why CCPM is critical to the success of your contact center and a “must have” for companies committed to improving overall performance, operational effectiveness, and customer satisfaction
- Discover the benefits and ROI associated with CCPM deployments and how you can cost-justify an investment even during the economic downturn
- Appreciate the important distinctions between full CCPM implementations and packaged solutions, and stand-alone CCPM applications and WFO suites, so that you can purchase exactly what you need.
- Learn the best practices that have worked for other enterprises, which can help you successfully implement CCPM and quickly realize its benefits
- See customer satisfaction scores for the vendors’ products, implementation, service/maintenance, training, professional services and overall ratings; read users’ actual comments and recommendations
- Shorten the vendor selection process, as DMG’s research provides the most comprehensive vendor, product, technology, pricing and market data to help make the right investment decision

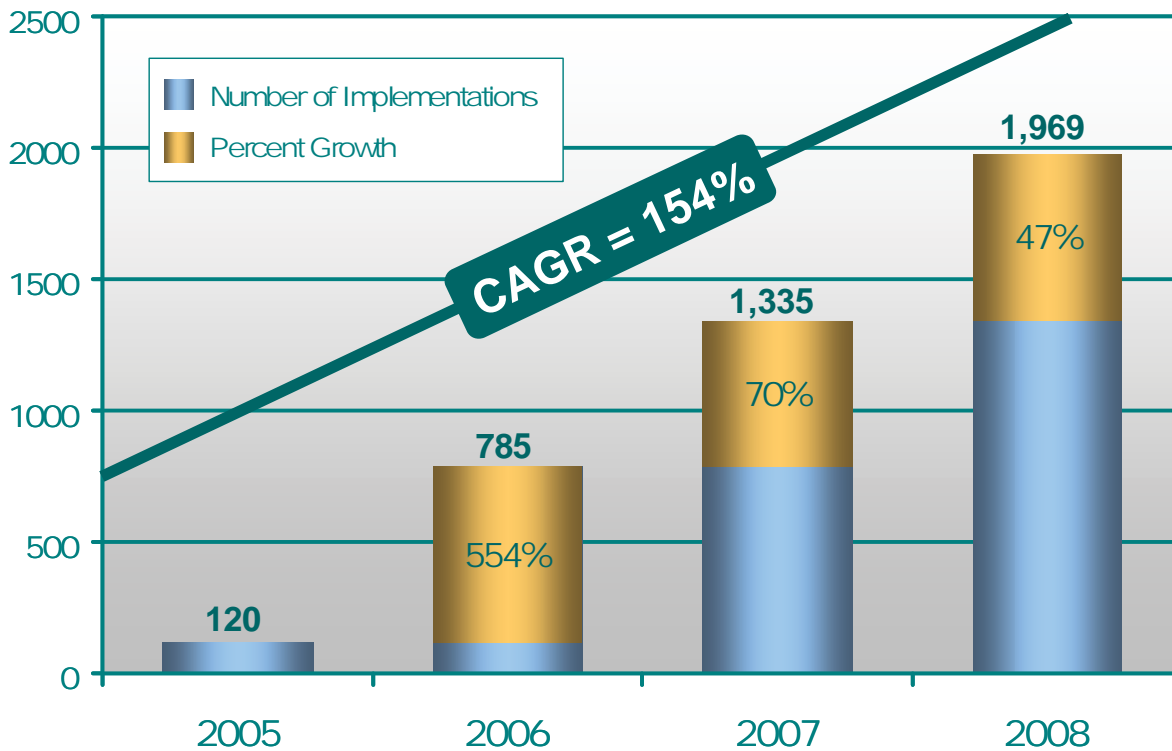
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Report Scope

- Analysis of the state of the CCPM market, the trends, challenges and opportunities that are driving contact center and enterprise performance management investment, including the impact of the global recession
- Assessment of the changing nature of CCPM solutions, specifically the increasing popularity of packaged CCPM modules, and a detailed overview of 14 packaged solutions and the vendors who offer them
- Discussion of the growing importance of contact center analytics, including the emergence of the two newest applications, customer experience management (CEA) and desktop analytics (DA)
- Review of the return on investment (ROI) from contact center performance management projects and the specific benefits enterprises should expect to realize
- Analysis of end-user satisfaction with vendors, products, implementations and ongoing maintenance and support
- Detailed market share and market adoption analysis, with market outlook and projections for 2009 – 2011
- Comprehensive company reports and corporate, technical and functional side-by-side comparisons of the leading vendors and their solutions, analyzing their products, services, technology, functionality, pricing and future development plans
- Detailed pricing analysis, comparing vendor pricing for all available acquisition models (premise-based, hosted, and managed service)
- A high-level list of commonly used KPIs and their calculations
- A comprehensive directory of all known vendors selling CCPM-related solutions

Sample Figure: CCPM Implementations and Percent Growth, 2005 to 2008



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