

2011-2012 Contact Center Performance Management Benchmark Study and Market Report

DMG Consulting's fourth annual report on the contact center performance management (CCPM) market analyzes solutions from the perspective of end users from around the world. This Report is based on feedback from executives and managers who participated in DMG's contact center performance management benchmark study. This unique Report identifies end-user requirements and analyzes how well the leading CCPM solutions address these needs. The Report also explains strategic, tactical and practical applications of CCPM, how these solutions are currently being utilized, and what end users expect from these solutions in the near future.

Contact center performance management remains one of the most misunderstood and under-appreciated functions and solutions in the contact center market. Contact center executives, leaders and managers know that they need one version of the truth, and continue to struggle to reconcile as many as hundreds of often contradictory reports. Managers want accurate data that enables them to rapidly identify operational, performance and product issues, and obtain actionable guidance to address them. This is the goal of contact center performance management solutions. This industry Report has been designed to help managers build effective CCPM programs and find the best CCPM solution to help them achieve their essential corporate goals.

DMG's **2011 – 2012 Contact Center Performance Management Benchmark Study and Market Report** offers a fresh and innovative approach to evaluating the CCPM market. This Report analyzes the CCPM market and solutions from the perspective of contact center leaders/managers, IT directors and end users internationally. This Report has three essential and fundamental elements. It begins by presenting the findings of a benchmark study of CCPM requirements. This analysis will help end users prioritize their own CCPM requirements. The Report then presents and analyzes the capabilities of leading and contending CCPM solutions so that end users can find the right solutions to help them achieve their corporate and

contact center goals. The Report also provides a detailed analysis of the CCPM competitive landscape.

Using the benchmark survey results as a backdrop, this Report provides an in-depth evaluation of how well the leading and contending CCPM vendors are delivering the functionality that end users need to improve the performance of their contact centers. DMG's **2011 – 2012 Contact Center Performance Management Benchmark Study and Market Report** presents the benchmark survey results, and discusses the significance of each finding as well as their implications for CCPM vendors and the CCPM market in general. This is followed by a side-by-side functional analysis showing how each of the leading and contending CCPM vendors addresses the issues most important to end users around the world. The vendors evaluated are Aspect, Enkata, HardMetrics, KnoahSoft, Merced, NICE, Verint and VPI.

This Report is designed and intended to assist enterprise and contact center leaders in building and enhancing their CCPM programs, as well as in acquiring a CCPM solution to help them optimize their operations by sharing data on a timely basis with relevant managers throughout their company. This 125-page Report provides best practices and guidance to help enterprises build world-class contact centers.

Key Reasons to Buy This Report

- ⇒ Understand what CCPM is and why it 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
- ⇒ Learn how enterprises are successfully applying CCPM, and the benefits that these solutions are yielding for their constituencies
- ⇒ Discover the functional and technical differences between the various CCPM solutions and which of the offerings will give you the best value for your money
- ⇒ Gain insights about how to build a successful CCPM program by learning how organizations address the following: real-time and historical CCPM, performance management and KPIs, scorecards and dashboards, CCPM data feeds, and pay-for-performance
- ⇒ See a side-by-side functional comparison of the vendors’ technical, functional, data integration and implementation capabilities, as well as an analysis of how leading and contending CCPM vendors deliver the functionality and capabilities needed and desired by end users
- ⇒ Gain a detailed understanding of the confusing CCPM competitive landscape, and learn about the offerings from leading and contending providers
- ⇒ Find out about the new functionality that the vendors plan to deliver over the next 12 – 18 months
- ⇒ Detailed CCPM Vendor Directory

Report Highlights:

- **The competitive landscape for the CCPM market is confusing and crowded:** This report provides an assessment of the CCPM market landscape and the seven categories of vendors who compete in this sector. It also shows how the benchmark study respondents prefer to acquire a CCPM solution.
- **CCPM is still primarily a contact center application:** 70.9% of respondents stated that they did not have a performance management system that was used by executives outside of the contact center. This finding reflects one of the major challenges of this IT segment – enterprise executives still do not appreciate the benefits of these solutions. This is a messaging gap that CCPM vendors need to address.
- **CCPM delivers tactical results:** Respondents cited improved service quality, an improved customer experience and the ability to identify agent training needs as the top three uses of CCPM output. These top three items correlate directly to the number-one contact center and enterprise goal for 2011: improving customer service.
- **Real-time vs. historical CCPM:** 74.8% of respondents engage in both real-time and historical CCPM, and recognize the value that these different yet complementary functions provide to their contact centers.
- **CCPM is an essential productivity tool:** The benchmark study found that CCPM solutions help them reduce the manual effort involved in collecting, analyzing, producing and distributing performance data and achieving better reporting.
- **The functional modules end users want in CCPM solutions:** This Report identifies the “must-have” functional modules needed to support both the tactical needs of contact centers and the strategic initiatives of the enterprise.

Sample Figure: Contact Center Performance Management Competitive Landscape

Source: DMG Consulting LLC, August 2011

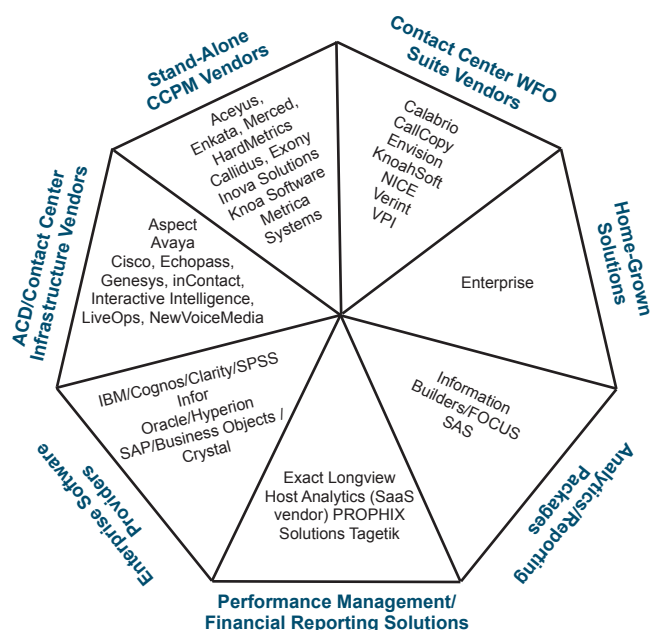


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Order Information: To order a copy of the *2011 – 2012 Contact Center Performance Management Benchmark Study and Market Report* contact Deborah Navarra at deborah.navarra@dmgconsult.com or 516-628-1098. You may also purchase the report online at www.dmgconsult.com.