

## Abstract: 2008 Contact Center Performance Management Market Report

*Contact center performance management (CCPM) is a “must-have” for contact centers dedicated to continuous performance improvement.*

This is the second annual edition of DMG Consulting LLC's **Contact Center Performance Management Market Report**. This Report is the most comprehensive guide to the CCPM market. It covers vendors, products, technology, functionality, market trends, benefits, ROI and customer perception. It also addresses CCPM best practices and provides a detailed list of KPIs and calculations for various types of contact centers. The Report gives prospects the detailed information required to select the right solution as well as the best practices to successfully implement an initiative.

The CCPM market, while still in its early stages of development, shows a great deal of promise for helping managers improve contact center operations. CCPM solutions are intended to deliver “actionable” recommendations that help enterprises improve the customer experience, increase sales, improve productivity, reduce costs and agent attrition, as well as enhance the perception of the contact center within the enterprise. CCPM assists contact center managers in working synergistically with their peer organizations to increase revenue and improve the company's bottom line. At a strategic level, CCPM provides a framework for aligning the goals of the contact center with those of the corporation.

The **2008 Contact Center Performance Management Market Report** covers the entire CCPM market. The eight vendors covered at a detailed level are: AIM Technology (AIM), Aspect Software (Aspect), HardMetrics, Enkata, Merced Systems (Merced), NICE Systems (NICE), Verint Systems (Verint), and Voice Print International (VPI). Exony, SAS and Metrica Systems are also addressed at a high level. The Report looks at the leading solution providers as well as some of the lesser-known competitors and new entrants. Readers will be informed of the full range of CCPM offerings so they can select the optimal solution for their company.

### Report Highlights

- CCPM implementations continued to grow briskly, increasing by 79% from 745 implementations in 2006 to 1,335 in 2007.
- The overall outlook and market potential for CCPM continues to be strong, with 50% growth forecasted by DMG for 2008.
- The average payback for CCPM solutions is typically 6 to 12 months and the quantifiable benefits, when compared to costs, can produce a return that is 2-3 times the original investment.
- Competition is driving improved offerings and market innovation, particularly in the areas of agent coaching, rewards and recognition, and performance appraisal management.
- Vendors have introduced “quick start” programs to help prospects realize rapid benefits from CCPM.
- Early adopters of CCPM maintain a high level of customer satisfaction, regarding it as a “must have”; they would no longer consider operating their contact center without it.

### Key Reasons to Buy This Report

- Understand why CCPM is critical to the success of your contact center and a “must have” for companies determined to improve overall performance and customer satisfaction
- Discover how you can achieve a return on investment of 200%-300% in as little as 6-12 months
- Learn the best practices that will help you successfully implement a CCPM application
- Get a list of over 70 commonly used KPIs, including formulas for their calculation and recommended use
- Shorten the vendor selection process, as DMG's research will give you the most comprehensive vendor, product, technology, pricing and market data to help make the right investment decision
- See customer satisfaction scores for the vendors' products, implementation, service/maintenance, training, professional services and overall ratings
- 400 pages of timely, in-depth and objective analyses of this emerging market

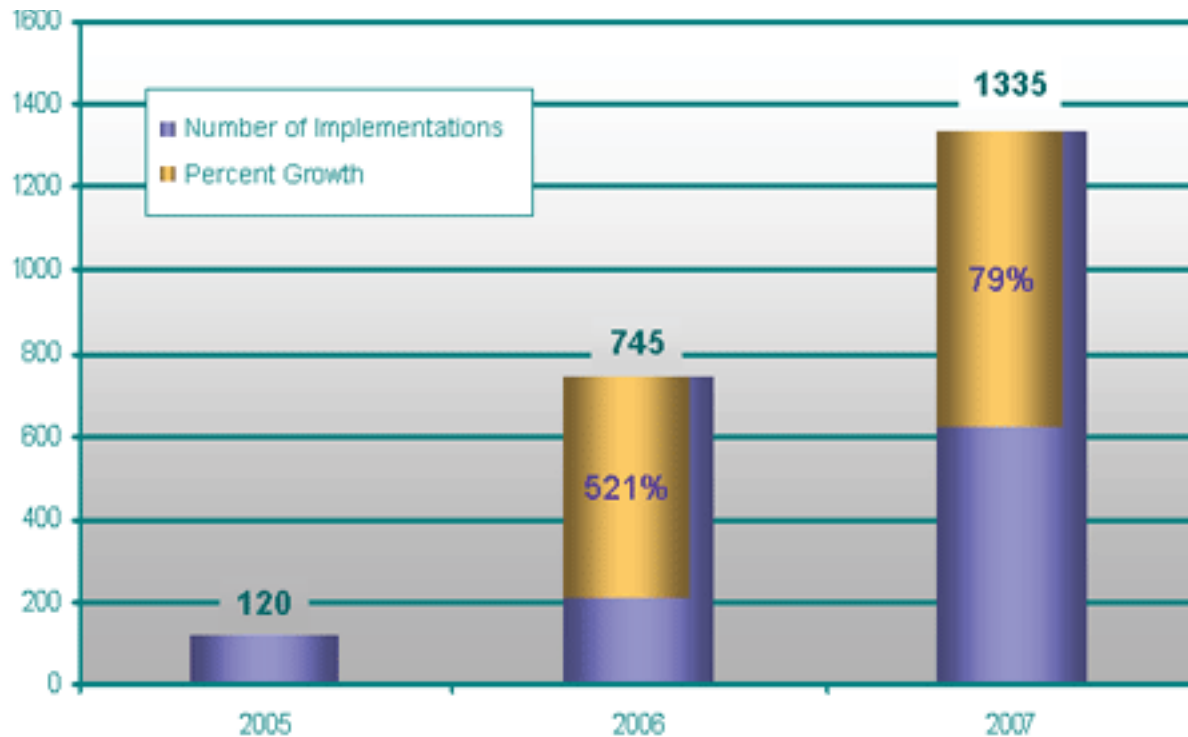
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To order a copy of the Contact Center Performance Management Market Report contact Deborah Navarra at [deborah.navarra@dmgconsult.com](mailto:deborah.navarra@dmgconsult.com) or 516-628-1098. You may also [purchase the report online](#).

## Report Scope

- An overview of the contact center performance management market and how CCPM continues to develop into a high-value contact center solution
- The state of the CCPM market, how it has evolved, and its key trends and challenges for the future
- Market share and market adoption analysis and projections
- Comprehensive corporate, technical and functional side-by-side comparisons of the vendors and their solutions, including roadmaps for future development
- Description of the service delivery models available to prospective CCPM customers
- Definition of CCPM and its components, including an explanation of how CCPM goes well beyond reporting, and the differences between classic and real-time CCPM
- The various uses of CCPM and how it can drive process change
- Detailed review of the leading KPIs and their calculations for various types of contact centers
- The benefits of CCPM for agents, managers/supervisors, contact centers, the enterprise, sales/marketing and customers
- Steps and best practices for building a successful CCPM program
- Discussion of the return on investment from CCPM deployments and an analysis of the categories used to calculate the payback
- Customer satisfaction surveys for each of the vendors
- Pricing analysis
- Contact center performance management vendor directory

**Sample Figure: CCPM Implementations and Percent Growth, 2005 to 2007**



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