



# US Contact Centers 2022-2026

The State of the Industry & Technology Penetration  
(9<sup>th</sup> edition)

The reality of your market today - and in the future



**Market sizing:** by agent positions, contact centers and jobs

**Detailed segmentation:** 12 vertical markets, 6 size bands, by state and division

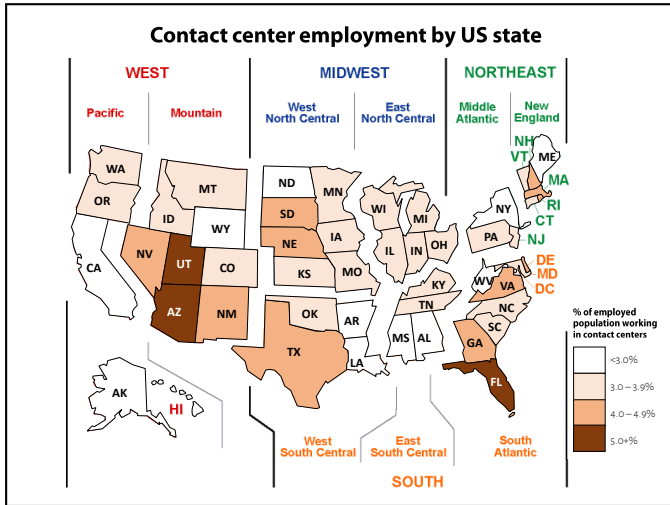
**Forecasts until 2026** for agent positions, contact centers, jobs and technology penetration

**Technology penetration rates:** 13 technologies, by vertical and size band with forecasts

# Key findings

There are 38,650 contact centers in the US, with 3.75m agent positions.

Although a difficult year for many reasons, 2021 saw an increase in contact center headcount, with 44% of survey respondents reporting increases. There have been massive rises in demand for customer contact, particularly in retail, finance, public sector and transport & travel.



Large contact centers (with over 250 agent positions) employ over 45% of all contact center staff, despite only accounting for 6% of physical contact center sites.

The outsourcing industry is the largest employer, with 15% of contact center jobs being in the sector.

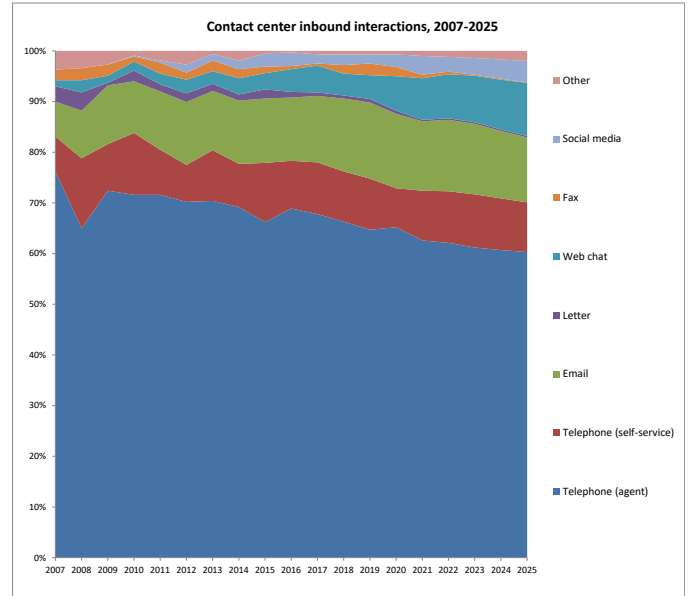
Around 3.5% of the US's employed population work in contact centers.

The retail & distribution sector has most contact centers (15%), although finance, outsourcing & telemarketing, services, public sector, IT, communications and utilities are also important sectors.

The mean average contact center size is 97 agent positions, with outsourcers, communications and finance contact centers having larger than average mean sizes.

On average, 14% of inbound interactions to contact centers are via email.

Social media customer contact volumes will grow at a compound annual growth rate of 12% to 2026.

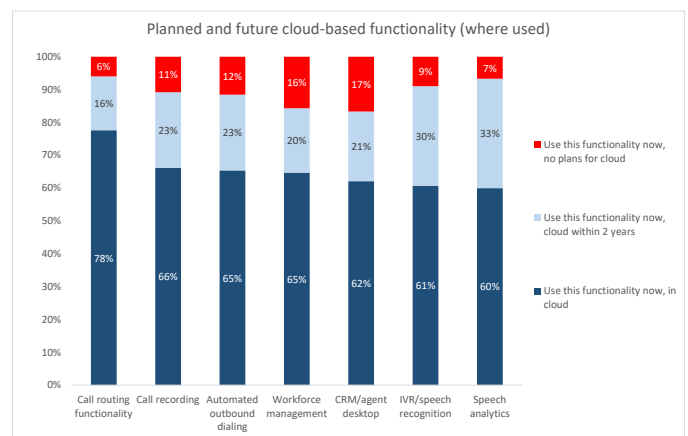


Outbound calling activity has declined considerably to 16%, although more service-focused outbound calls are replacing past sales call volumes.

29% of businesses using interaction analytics are looking to replace or upgrade it.

18% of US contact centers are looking to implement the web chat within the next 12 months.

More than half of US contact center operations have some cloud-based contact center functionality.



## Report contents:

- 102 charts and data tables show the size, structure and future of your market
- Based on ongoing primary research surveys with thousands of US contact centers
- Unique historical data, with forecasts to the beginning of 2026

### Vertical markets covered for market sizing:

- Communications
- Finance
- Healthcare
- Insurance
- IT
- Manufacturing
- Outsourcing & Telemarketing
- Public Services
- Retail & Distribution
- Services
- Transport & Travel
- Utilities

### Size bands:

- 6 size bands (11-24 seats to 1,000+ seats)

### The report is divided into 8 sections:

#### Market Sizing

- Measures the number of contact centers and agent positions by:
  - contact center size band
  - vertical market
  - vertical market within size bands

#### Geographical Location

- Agent positions by state and division
- Contact centers by state and division

#### Employment

- Contact center employment by vertical market
- Predicted net change in jobs 2022-2026 by vertical market
- Contact center employment by state
- Employment by contact center size

#### Market Forecasts to 2026

- US contact centers, 2004-2026
- US agent positions, 2004-2026
- Vertical market forecasts for contact centers and agent positions in 2026
- Drivers for change, by vertical market

### Inbound and Outbound Calling

- Outbound activity and agent positions by contact center size and vertical market
- Types of outbound activity (cold sales, warm sales, renewals, service, customer surveys, debt collection, etc.)

### Virtual Contact Centers & Homeworking

- The virtualization of multisite contact centers by vertical market
- Effect of virtualization
- Use of homeworking

### Multichannel Customer Contact

- Contact center inbound interactions by channel, 2007-2025 (email, voice, self-service, social media, web chat, letter, fax, etc.)
- Relative changes in inbound channels 2007-2025
- Multichannel usage by vertical market 2016-21

### Technology Penetration

- Current technology use, plans for replacement and planned implementation timescales
- End-2021 and end-2025 penetration rates
- Segmented by vertical market and contact center size
- 13 technologies:
  - Artificial Intelligence
  - Automated Speech Recognition
  - DTMF IVR
  - Email Management Systems
  - Gamification
  - Interaction Analytics
  - Interaction Recording
  - IP Infrastructure
  - Management Information Systems
  - Mobile Customer Service Apps
  - Outbound Dialing
  - Web Chat
  - Workforce Management Systems
- Use of Cloud in 2021 and expected 2023 cloud usage for 7 technologies

## How to order **US Contact Centers 2022-2026: The State of the Industry & Technology Penetration**

1. **To pay by invoice:** please complete this form and email it to [info@contactbabel.com](mailto:info@contactbabel.com). Please provide a billing address & purchase order number (if required). You will be sent an invoice with 28 days' payment terms.
2. **To pay by credit / debit / charge card (VISA, Mastercard, AMEX):** You may a) complete and send this form to [info@contactbabel.com](mailto:info@contactbabel.com); b) email [info@contactbabel.com](mailto:info@contactbabel.com) requesting a secure online payment link or c) visit [www.contactbabel.com/research](http://www.contactbabel.com/research) and purchase the report online

I would like to order:

**US Contact Centers 2022-2026: The State of the Industry & Technology Penetration - \$1,750**

### Contact Details

Name:

Company:

Billing address:

Telephone in case of queries:

Email address (for delivery of report):

### Payment Details

Please invoice me at the address above. My purchase order number is:

Please send a secure online payment link to this email address:

Please debit payment card with \$1,750.

Card number:

Expiry date:

Security code (3 digits for VISA/Mastercard, 4 for AMEX):

Name on card:

**t: 0191 271 5269 / e: [info@contactbabel.com](mailto:info@contactbabel.com)**

**a: ContactBabel Ltd, 7 Abberwick Walk, Newcastle-upon-Tyne NE13 9AY (UK)**

**Order delivery:** we aim to fulfil orders the same day.

Alternatively, please purchase directly online from [www.contactbabel.com/research](http://www.contactbabel.com/research)