



UK Contact Centres: 2023-2027

The State of the Industry & Technology Penetration
(20th edition)

The reality of your market today - and in the future



Market sizing: 4,000+ UK operations analysed, with market sizing tracked over 19 years

Detailed segmentation: 16 vertical markets, 7 size bands, 12 regions

Forecasts until 2027 for agent positions, contact centres, jobs and technology penetration

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

Published February 2023

Report contents:

- 103 charts and data tables show the size, structure and future of your market
- Based on ongoing primary research surveys with thousands of UK contact centres
- Unique historical data from 1995 onwards, with forecasts to the beginning of 2027

Vertical markets covered for market sizing:

- Communications
- Engineering & Construction
- Finance
- Food & Drink
- Housing Associations
- IT
- Manufacturing
- Medical
- Motoring
- Outsourcing & Telemarketing
- Printing and Publishing
- Public Services
- Retail & Distribution
- Services
- Transport & Travel
- Utilities

Size bands:

- 7 size bands (from 10-25 seats to 1,000+ seats)

The report is divided into 8 sections:

Market Sizing

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

Geographical Location

- Agent positions by region
- Contact centres by region
- Average contact centre size by region

Employment

- Contact centre employment by vertical market
- Predicted net change in jobs 2022-2026 by vertical market
- Contact centre employment by region
- Employment forecasts by region, 2022-2026
- Employment by contact centre size band
- Likely effects of the pandemic on vertical markets and their contact centres

Market Forecasts to the beginning of 2027

- UK contact centres, 1995-2026
- UK agent positions, 1995-2026
- Vertical market forecasts for contact centres and agent positions end-2026
- Drivers for change by vertical market

Inbound and Outbound Calling

- Outbound activity and inbound/outbound agent positions
- Segmented by contact centre size and vertical market

Virtual Contact Centres & Homeworking

- The virtualisation of multisite contact centres
- Benefits & inhibitors to virtualisation
- Current & future use of homeworking

Multichannel Customer Contact

- Contact centre inbound interactions by channel, 2006-2026 (email, voice, self-service, social media, web chat, letters, fax)
- Relative changes in inbound channels

Technology Penetration

- Current use, plans for replacement and planned implementation timescales
- End-2022 and 2026 penetration rates
- Segmented by vertical market and contact centre 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 Dialling
 - Web Chat
 - Workforce Management Systems
- Use of Cloud in 2022

Ways to order **UK Contact Centres 2023-2027: The State of the Industry & Technology Penetration**

The report costs £1,395 + VAT.

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