



# US Contact Centers 2023-2027

The State of the Industry & Technology Penetration  
(10<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 2027** for agent positions, contact centers, jobs and technology penetration

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

## Report contents:

- 96 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 2027

### 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 2023-2027 by vertical market
- Contact center employment by state
- Employment by contact center size

#### Market Forecasts to 2027

- US contact centers, 2004-2027
- US agent positions, 2004-2027
- Vertical market forecasts for contact centers and agent positions in 2027
- 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, 2007-2026 (email, voice, self-service, social media, web chat, letter, fax, etc.)
- Relative changes in inbound channels 2007-2026
- Multichannel usage by vertical market 2016-22

### Technology Penetration

- Current technology use, plans for replacement and planned implementation timescales
- End-2022 and end-2026 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 2022 and expected 2024 cloud usage for 7 technologies

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

**The report costs \$1,750.**

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**Contact:**

e: [info@contactbabel.com](mailto:info@contactbabel.com)

a: ContactBabel Ltd, Millbank House, Riding Mill NE44 6HX (UK)

t: +44 (0)1434 682244