



# UK Contact Centres: 2024-2028

The State of the Industry & Technology Penetration  
(21<sup>st</sup> edition)

The reality of your market today - and in the future



**Market sizing:** 4,000+ UK operations analysed, with market sizing tracked over 20 years

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

**Forecasts until 2028** for agent positions, contact centres, jobs and technology penetration

**Technology penetration rates:** 12 technologies, by vertical and size band, with forecasts

Published February 2024

## 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 UK contact centres
- Unique historical data from 1995 onwards, with forecasts to the beginning of 2028

### 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 2023-2027 by vertical market
- Contact centre employment by region
- Employment forecasts by region, 2023-2027
- Employment by contact centre size band
- Likely effects of the pandemic on vertical markets and their contact centres

### Market Forecasts to the beginning of 2028

- UK contact centres, 1995-2027
- UK agent positions, 1995-2027
- Vertical market forecasts for contact centres and agent positions end-2027
- 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, 2006-2027 (email, voice, self-service, social media, web chat, letters, SMS/messaging)
- Relative changes in inbound channels

### Technology Penetration

- Current use, plans for replacement and planned implementation timescales
- End-2023 and 2027 penetration rates
- Segmented by vertical market and contact centre size
- 12 technologies:
  - Artificial Intelligence
  - Automated Speech Recognition
  - DTMF IVR
  - Email Management Systems
  - Gamification
  - Interaction Analytics
  - Interaction Recording
  - Management Information Systems
  - Mobile Customer Service Apps
  - Outbound Dialling
  - Web Chat
  - Workforce Management Systems
- Use of Cloud in 2023

Ways to order **UK Contact Centres 2024-2028: The State of the Industry & Technology Penetration**

**The report costs £1,395 + VAT.**

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