



US Contact Centers 2024-2028

The State of the Industry & Technology Penetration
(11th 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

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

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

Report contents:

- 86 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 2028

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
- Contact centers by state

Employment

- Contact center employment by vertical market
- Predicted net change in jobs 2024-2028 by vertical market
- Contact center employment by state
- Employment by contact center size

Market Forecasts to 2028

- US contact centers, 2004-2028
- US agent positions, 2004-2028
- Vertical market forecasts for contact centers and agent positions in 2028
- 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, 2007-2027 (email, voice, self-service, social media, web chat, letter, fax, etc.)
- Relative changes in inbound channels 2007-2027
- Multichannel usage by vertical market 2016-23

Technology Penetration

- Current technology use, plans for replacement and planned implementation timescales
- End-2023 and end-2027 penetration rates
- Segmented by vertical market and contact center 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 Dialing
 - Web Chat
 - Workforce Management Systems
- Use of Cloud in 2023 and expected 2025 cloud usage for 7 technologies

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

The report costs \$1,750.

1. **Visit** www.contactbabel.com/us-soi, and register your details. Payment can then be made online by credit or debit card (VISA, Mastercard, AMEX).
2. **Call +44 (0)1434 682244** or **email** info@contactbabel.com requesting a secure online card payment link.
3. **To pay by invoice: please email us at** info@contactbabel.com. Please provide a billing address & purchase order number (if required). You will be emailed an invoice with 28 days' payment terms along with the report.

Contact:

e: info@contactbabel.com

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

t: +44 (0)1434 682244