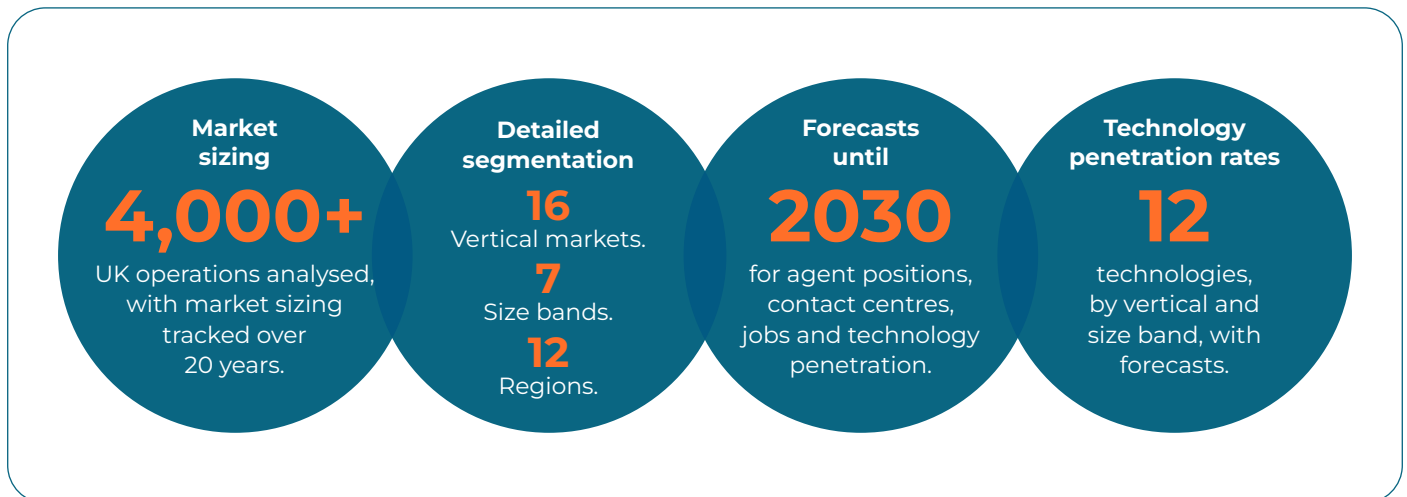CONTACTBABEL

UK Contact Centres: 2026-2030

The State of the Industry & Technology Penetration

(23rd edition)

The reality of your market today – and in the future

Report contents

✓ 91 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 2030

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
2030
for agent positions, contact centres, jobs and technology penetration.

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

Published December 2025

Report contents overview

Vertical markets covered for market sizing

✓ Communications
✓ Engineering & Construction
✓ Financial Services
✓ Food & Drink
✓ Housing Associations
✓ Insurance
✓ IT
✓ Manufacturing
✓ Medical
✓ Motoring
✓ Outsourcing & Telemarketing
✓ Printing and Publishing
✓ Public Services
✓ Retail & Distribution
✓ Services
✓ Transport & Travel

Size bands

✓ 10-25 seats
✓ 26-50 seats
✓ 51-100 seats
✓ 101-250 seats
✓ 251-500 seats
✓ 501-1,000 seats,
✓ 1,000+ seats

Readership

This report gives market sizing and forecasts of the UK contact centre industry, including agent positions, contact centres and technology usage. Typical readers include:

✓ Contact centre solution providers
✓ Outsourcing / BPOs
✓ Venture capital firms
✓ CX and contact centre leadership
✓ New entrants to the UK contact centre industry
✓ Industry consultants

Report contents

The report is divided into 8 sections

01 Market Sizing

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

02 Geographical Location

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

03 Employment

- ✓ Contact centre employment by vertical market
- ✓ Predicted net change in jobs 2026-2030 by vertical market
- ✓ Contact centre employment by region
- ✓ Relative importance of contact centre jobs by region
- ✓ Employment forecasts by region, 2026-2030
- ✓ Employment by contact centre size band

04 Market Forecasts to the beginning of 2030

- ✓ UK contact centres, 1995-2029
- ✓ UK agent positions, 1995-2029
- ✓ Vertical market forecasts for contact centres and agent positions end-2029
- ✓ Drivers for change by vertical market

05 Inbound and Outbound Calling

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

06 Remote Working

- ✓ % organisations using remote working
- ✓ % agents based entirely remotely, or hybrid

07 Multichannel Customer Contact

- ✓ Contact centre inbound interactions by channel, 2006-2029 (email, voice, self-service, social media, web chat, letters, SMS/ messaging)
- ✓ Relative changes in inbound channels

08 Technology Penetration

- ✓ Current use, plans for replacement and planned implementation timescales
- ✓ End-2025 and end-2029 penetration rates
- ✓ Segmented by vertical market and contact centre size

12 technologies:
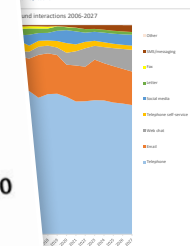
1. Artificial Intelligence
2. Automated Speech Recognition
3. DTMF IVR
4. Email Management Systems
5. Gamification
6. Interaction Analytics
7. Interaction Recording
8. Management Information Systems
9. Mobile Customer Service Apps
10. Outbound Dialling
11. Web Chat
12. Workforce Management Systems

- ✓ Use of Cloud in 2025

Order UK Contact Centres 2026-2030

Ways to order UK Contact Centres 2026-2030:
The State of the Industry & Technology Penetration

1. ONLINE	2. CARD PAYMENT	3. PAY BY INVOICE
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Payment can then be made online by credit or debit card (VISA, Mastercard, AMEX).	Request a secure online card payment link.	You will be emailed an invoice with 28 days' payment terms along with the report.

£1,395 The report costs £1,395 + VAT.

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& Technology Penetration
(23rd edition)

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