End User Priorities for Customer Engagement, Global, 2018

Navigating Digital Transformation in Contact Centers

Global Digital Transformation Team
Research Objectives

The overall research objective is to measure the current use and future decision making behavior toward contact center solutions in the following industries: Education, IT/Communications, Financial Services, Government, Healthcare, Manufacturing, Outsourcing, Retail & Consumer, and Travel & Hospitality.

Technologies covered:

• Interactive Voice Response (IVR), Natural Language Speech Recognition
• Chat, Chat Bot (Interactive Text Response), Messaging Bot (Facebook, WeChat, etc.)
• Internet of Things (IoT)
• Live Agent Voice
• Mobile Customer Care
• Proactive Outbound
• Social Media
• Video, Video Kiosks
• Virtual Assistant Text Chat, Virtual Assistant Voice
• Web
• Cloud/Hosted Contact Center Trends

Frost & Sullivan aims to:

• Understand the IT-related challenges organizations face today
• Monitor the status of digital transformation including newer solutions such as Artificial Intelligence (AI) and XaaS.
• Assess the current and future use of contact center technologies
• Evaluate factors that drive investments in contact center technologies
• Gauge IT and communications trends
• Provide KPI data

Source: Frost & Sullivan
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**Level of Authority for IT-Related Issues**

- US: 34%
- APAC: 25%
- Europe: 27%
- Latin America: 14%

**Size of Contact Center**

- More than 1000: 15%
- 10 to 100: 27%
- 101 to 500: 33%
- 501 to 1000: 25%

*Source: Frost & Sullivan*
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**IT-Assets Country Distribution**

- Spain: 5.2%
- Ireland: 0.9%
- United States: 33.7%
- United Kingdom: 7.1%
- Philippines: 5.9%
- Mexico: 7.3%
- Italy: 4.7%
- India: 8.0%
- Germany: 5.0%
- France: 4.7%
- China: 4.7%
- Brazil: 6.6%
- Australia: 6.1%

**Job Title**

End User Priorities for Customer Engagement, Respondents by Job Title, Global, 2017

- CEO/CIO/CTO/COO/President: 24.5%
- Vice President: 12.0%
- Director: 18.2%
- Manager/Supervisor: 38.4%
- Marketing Manager: 4.0%
- Other Contact Center Decision Maker, please specify: 2.8%

Source: Frost & Sullivan