

The UK Contact Centre Outsourcing Report 2024



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Foreword from CCMA

Welcome to the UK Contact Centre Outsourcing Report 2024, your essential guide to understanding the UK contact centre outsourcing industry.

Made possible by the invaluable insights of The Knowledge Group (tkg), this report aims to shed light on the challenges and opportunities facing both outsourcing providers and the clients that partner with them.

From the resurgence of onshore outsourcing to the transformative power of AI and automation, we explore the strategies that savvy outsourcing providers are employing to stay ahead of the curve.

Like most industries, the contact centre outsourcing sector is being reshaped by economic, political, cultural and technological forces that are driving change at a dizzying pace. Two qualities emerge which set the best apart: resilience and innovation.

This report delves into the strategies employed by agile outsourcing providers to harness the potential of AI, automation, and data-driven decision-making, all while fostering the growth and well-being of their most precious asset – their people.

Outsourcing clients are looking for more than just cost savings and are instead forming more strategic partnerships with outsourcing providers. They realise it takes more than just a customer-centric mindset to deliver exceptional customer experiences. The collaboration, expertise, and adaptability of a world-class partner can make all the difference.

Whether you're a seasoned outsourcing veteran or taking the first steps on your journey through the procurement process, let this report be your guide to making informed decisions and forging partnerships that drive your success.

Leigh Hopwood

CEO, CCMA



Trends in Contact Centre Outsourcing in the UK in 2024



Digital CX delivery – an opportunity for BPO partnerships

Consider the extent to which the much-heralded shift away from voice delivery has led to many unforeseen and unintended problems. A quick scan of LinkedIn will show any CX-focused executive that consumers are not only frustrated but are furious at how interactions across non-voice mediums are managed. For some reason, many (not all) enterprises have determined that deploying half-baked, digital frontline platforms is a great way to deal with growing volumes of enquiries. This only serves to upset customers and erode brand value.

By their own admission, enterprise contact centre and CX (customer experience) leaders indicate that more can be done. In

the 2024 Front Office CX Omnibus Survey, conducted among nearly 800 enterprise contact centre leaders by Ryan Strategic Advisory, about one in five British respondents indicated their own captive digital delivery service levels had improved over the past 12 months. Not only is this a shocking failure, but it points to an opportunity. Third-party providers can fill the void with a combination of solid technology, processes, and skilled workforce to ensure better outcomes for their UK enterprise clients.

CX BPO consolidation seen as a plus, not a minus, in the UK

Some analysts in the customer management space regard the UK as the most progressive, advanced CX buying market in Europe, perhaps the world. I fall into that category.

One of the markers of this is the market's willingness to consider that there are net benefits to outsourcer consolidation activity. While many decry merger and acquisition activity in the sector, usually out of fear of reduced competition and higher prices, there are many who see the positives.

In the UK, enterprise CX leaders consistently stated in our most recent survey that they believe BPO consolidation is a sign of a healthy customer management services sector. Moreover, they believe this activity will yield delivery innovation. The resistance that is seen in some smaller, perhaps less mature demand markets is not present in the UK, where even the most sceptical buyers can see the glass-half-full when it comes to aspects of outsourcer consolidation.

In-house delivery making a comeback in British CX delivery

Those that proclaim the death of the UK contact centre are mistaken. While it is true that there is more work being done remotely in CX delivery than ever before, the UK contact centre industry is rediscovering the benefits of in-centre interactions.

In fact, according to our 2024 research, over half of frontline colleagues working in the UK are based exclusively in captive operations, a number that is likely to grow in the next 12 months. This is not to say that hybrid will not expand its reach – it will. But more firms anticipate that their solely home-based frontline will proportionately shrink as part of their contact centre mix. In turn, a significant proportion of these buyers want their BPO partners to reflect these preferences.

Nearshore gaining steam for outsourced CX delivery into the UK

It is little surprise that locations like South Africa, India and the Philippines continue to dominate interest among UK contact centre buyers. The fluency of English, cultural affinity with UK buyers, and the affordability of these destinations go a long way in driving outsourcer engagements with these countries.

Still, a new trend is opening in the UK CX community, with more preference given to delivery markets closer to home. For example, in 2024, Poland was the fourth most favoured offshore location in the UK enterprise contact centre community. The Czech Republic, Romania and Croatia are also very competitive. Clearly, accessibility and the quality associated with these countries goes far for captive operators.

There's certainly more movement to come this year for UK outsourcers and those both nearshore and offshore. Consolidation, technology and costs will continue to play a part in the ever-shifting contact centre outsourcing market.

Peter Ryan, Founder and Principal Analyst, Ryan Strategic Advisory



Current Affairs Impacting the Outsourcing Industry

There cannot have been many times in modern history when the business world was as buffeted by global and national events as it is today. The economic, political and social landscape is evolving so quickly right before our eyes that it's challenging to keep up.

Politics and regulation

Businesses hate uncertainty more than anything else, and over the past decade, the UK has experienced long periods of it. A general election is looming, and the aftermath of that, of course, remains unknown.

Globally, there is more economic uncertainty and geopolitical upheaval than there has been for thirty years, and almost every major economy has an election cycle within the next 12 months. If there is a rewriting of the global political map, the impact that it will have on international trade dynamics and business relationships between countries can't be foreseen.

The UK's separation from the European Union (EU) has also had an impact on the industry, making it harder to do business cross-borders and outsourcing providers wishing to hire talent from the continent, such as international students, are hitting obstacles.

It's not a surprise then that we are seeing some companies that have outsourced offshore beginning to move some or all of their contact centre operations back onshore.

Regulatory compliance is a concern for the outsourcing industry. The stricter regulations in Europe could lead to an increase in outsourcing activities within the region. UK companies may well prioritise partners over those in locations like South Africa or India to ensure they comply with all the necessary rules and regulations.

Economic factors

It's fair to say that the UK economy has been through the wringer, what with Brexit, the pandemic, global economic and political

upheaval, a skills and labour shortage, and the recent cost of living (and doing business) crisis.

All businesses are under pressure to cut costs, and outsourcing providers are no different. However, in the face of these challenges, providers have shown remarkable resilience, finding ways to continue to innovate and deliver solutions that work for their clients. As a result, outsourcing providers have been exploring strategies such as automation, AI technologies and flexible pricing models to survive and thrive in these turbulent times.

Amidst the economic turmoil, a silver lining emerges. The outsourcing sector is not just weathering the storm but also creating new growth opportunities. As businesses focus on their core competencies and streamline operations, many are turning to outsourcing to save money and improve efficiency. This shift in business dynamics presents a wealth of opportunities for outsourcing providers to expand their services and reach, and benefit from economies of scale.

Even though we are still grappling with the aftermath of energy price hikes and high inflation, there is a glimmer of hope. Fuelled by a gradually stabilising economy, consumer confidence is again on the rise. This shift in sentiment is set to impact the contact centre industry, as the volume of interactions begins to taper off from the panic-driven highs of recent times.

As the dust settles, businesses can take a step



back, regain control, and make informed decisions about operating their businesses and where to allocate resources – including which functions to outsource.

Talent shortages

One factor that has driven more and more organisations to turn to outsourcing in recent years has been the tight job market and difficulty of finding talent. With rising recruitment costs and struggling retention rates, some businesses find they're better off leaving the recruitment headache to their outsourcing partner.

With the rise of AI and automation, the complexity of the job on the frontline is only increasing, making it more challenging to find the right skills. While some contact centre operators turned to offshore — and are now returning onshore again — plenty of outsourcing providers are demonstrating that it is possible to find, train and retain the right calibre of staff in the UK.

Outsourcers in the UK are acutely aware of the cut-throat competition for talent, and they're proactively investing in their workforce. With culture and wellness at the forefront, outsourcing providers are pouring resources into creating environments that nurture, support, and engage their employees. They are also recruiting for attitude as well as skills and experience. Recruiting team members with empathy, a can-do attitude, a willingness to learn, and a passion for helping customers is more important than the current skills they have. Part of creating the right culture and environment revolves around where people work. While remote work has its perks, there's no denying the power of human connection that comes with being together under one roof. Homeworkers often have higher attrition rates as they struggle to stay engaged and motivated. Instead, the majority of outsourcing providers appear to have adopted a hybrid

approach. The sweet spot seems to be in the office two to three days a week.

Technology is obviously having a major impact on contact centres and outsourcing providers. Over the last 18 months, we have seen the rise of generative AI, which gives us chatbots capable of holding a genuine conversation that stays (mostly) on topic. While this technology is amazing when it works properly and provides an excellent self-service experience when the customer journey is smooth, we are finding that customers still expect human interaction. Many have grown weary of the impersonal nature of automated systems and crave the warmth of an authentic voice on the other end of the line.

Social value

Outsourcing providers continually looking at how they can differentiate, whilst also leaning into what their employees and clients care about, are taking steps to make a difference in their communities. Some are leading the charge by recruiting from disadvantaged communities and giving people with disabilities a chance to shine.

Buyers of outsourcing services increasingly think about impact sourcing when selecting a partner. By choosing a provider with a strong ESG (Environmental, Social, and Governance) strategy, they don't just get a service provider — they get a partner who shares a common purpose and similar values.

Leigh Hopwood,
CEO, CCMA



The Changing Shape of Outsourcing

Technology advancements, evolving consumer preferences, and an uncertain economic and political climate are transforming the outsourcing industry.

Outsourcing providers, along with their clients, are rethinking outsourcing practices as they try to enhance customer experiences, manage costs efficiently, and improve operational effectiveness.

The return of onshore outsourcing

For about a decade, until Brexit changed the national mood and the pandemic impacted the economic climate, the offshore outsourcing of contact centres was popular with both outsourcing providers and their clients. In the last year or so, however, we have seen a trend of clients moving contact centre work back onshore.

Offshore outsourcing was always driven by the admittedly strong allure of cost savings. However, the true cost of offshoring is often hidden. The savings can easily dwindle once you calculate all the additional expenses that catch clients off guard — the travel costs of visiting offshore providers, the resources needed to train and support remote teams, and the intangible toll of cross-cultural communication and remote collaboration. All too often, clients do not include these hidden factors when calculating the return on investment (ROI) of offshore outsourcing.

The preference for homegrown contact centres is also driven by a powerful combination of consumer demand and the need for businesses to stand out from the crowd by saying they provide customer service in the UK. As a result, UK outsourcing providers are reporting a surge in business wins compared to just 12 to 24 months ago. The secret to their success is a potent mix of superior quality, value, and the ability to forge

meaningful partnerships with their clients that do more than just get the job done.

From transactional service providers to transformational partners

The very nature of the relationship between outsourcing providers and their clients is changing, as is the work that providers are being tasked to do. From service providers that handle volume transactions, outsourcing providers are transforming into important strategic partners. They are increasingly tasked not just with running a discrete function, or part of one, but with changing a whole line of business.

Outsourcing has long been viewed as a cost-cutting measure to offload non-core functions and streamline operations. However, many routine Tier 1 interactions that were commonly outsourced are now being automated instead. The Tier 2 interactions that many companies kept in-house due to their complexity are now delivered by outsourcing providers. However, there is plenty of scope to automate these, potentially cutting outsourcing providers out altogether.

Forward-thinking providers are rising to the challenge by strengthening their tech capabilities and positioning themselves as end-to-end solution providers. They are no longer content with handling just a single channel; they're taking on entire service lines, adding value in once unimaginable ways. By leveraging their deep expertise in contact centre operations and CX, along with their technologies, economies of scale, and capacity to innovate, outsourcing providers are positioning themselves as the strategic partners their clients need to navigate the complexities of the digital age.

While it would be a stretch to say that outsourcing providers are becoming tech



vendors, too, there is an overlap. Many have developed their own CX and AI technologies and are beginning to resell them, not just for their own clients. The lines between service provider and technology vendor are blurring, and outsourcing providers must tread carefully to avoid stepping on toes and damaging valuable partnerships with their suppliers. Clients benefit from cultivating a deeper strategic partnership with an outsourcing provider because they get to tap into a wealth of experience and know-how. Providers have experience working with multiple clients in different sectors so that they can bring a multiplicity of different viewpoints to the table. Outsourcing providers also collect significant amounts of data from handling customer interactions and have technology such as conversational analytics ready to mine that data for insights. The provider can use this information to improve the operations they manage, and it can also be leveraged by clients and fed back to their wider business.

The resurgence of voice

It's easy to get carried away by the promises of AI, automation and self-service. However, when the going gets tough, emotions run high, and complex issues arise, nothing beats

the reassurance of a friendly voice on the other end.

In this context, the resurgence of the voice channel is not a step backward but a necessary complement to digital channels. As much as we may try to streamline and automate, there will always be situations that demand empathy, nuance, and the personal approach that only a human can provide. Outsourcing providers have to work closely with their clients to strike the right balance between digital efficiency and human connection. While this will always be led by the client, as the custodians of their brand, outsourcing providers have a role to play in providing both advice from their years of accumulated experience and the data on which decisions will be taken.

The impact of technology on outsourcing

In the 2023 UK Contact Centre Outsourcing Report, emerging technologies, like Robotic Process Automation (RPA), ChatGPT and chatbots, were highlighted as being increasingly important 'tools' being utilised to develop enhanced customer and consumer interactions.

Despite economic turbulence, investment in technology innovation remains essential

for outsourcing providers. Organisations electing to work with BPO partners expect thought leadership from their trusted advisor partnerships, and to understand how investment in technology and innovation can positively impact on their brand experience.

The current landscape of next-generation AI is in its early stages but is rapidly evolving. Outsourcing providers are continuously seeking ways to enhance efficiency and security for employees, which will naturally lead to the widespread integration of AI and automation. AI is being developed to automate routine tasks, handle repeat enquiries and provide personalised customer integrations. Thus enabling frontline colleagues to focus on higher-value customer interactions, improving the quality and consistency of customer contact.

We are also seeing the use of AI technologies to support in the areas of accessibility and vulnerability within the BPO community. Enhanced AI tools, such as natural language processing, sentiment analysis and

vulnerability detection, are being deployed for the good of our society.

We believe that the setting in 2024 for outsourcing providers has never been more exciting and poised for exhilarating technology transformation.

The rise of ESG

Within the past twelve months, we have seen numerous examples of ethical sourcing becoming increasingly integral to organisations procuring outsourced services. Government policy requires that social value should be delivered through the government's commercial activities and should take additional social benefits into account that can be achieved throughout the delivery of the contract, which has been the case for some time.

What we have identified as being different about recent UK central government procurement events, however, is the increased weighting associated with Environmental, Social and Governance



(ESG) sourcing, and a stronger emphasis being placed on organisations proving their commitment to ESG, which they will then be measured against throughout their contract term. We have also seen this trend within the private sector with many organisations assessing suppliers based on their ability to affect societal and environmental changes, with a focus on seeing alignment with their own ESG values and commitment.

During 2024, we anticipate that organisations in both the UK public sector and private sector will continue to examine several macro factors associated with ESG sourcing, and there will be an increasing importance placed on organisations being able to demonstrate their commitment to key factors including (but not limited to):

- Regulatory landscape
- Climate change risks and adaptation
- Social responsibility
- Equality, diversity, and inclusion
- Governance and ethical business conduct
- Supply chain resilience and security
- Circular economy and waste reduction
- Stakeholder expectations and reputation management

Organisations in both the public and private sectors are increasingly expected to navigate



a complex landscape of ESG related factors, as they strive to become more socially and environmentally sustainable. It is therefore crucial for businesses to both consider their sourcing strategies and, importantly, understand the policies of their supply chain, along with their management practices, as ultimately this will impact their brand reputation and their customers' perceptions of their organisations.

By addressing these macro factors and adopting responsible sourcing practices, organisations will be able to contribute more positively to environmental and social outcomes, while also driving long-term value creation and resilience.



Kate Law, Membership and Learning Director, CCMA

Nicholas Dutton, Director of Technology & Infrastructure Solutions, The Knowledge Group



UK BPO Buying Behaviour

Who's outsourcing in the UK?

In the outsourcing market, buyers of the majority of UK contact centre services have traditionally been from telecommunications and media, retail and e-commerce, financial services, utilities, travel and hospitality, technology and social media, healthcare and government.

In 2024 and beyond, we see an evolution in the sectors looking to outsource within the UK outsourcing market, most notably:

- Government:** Due to increasing wage pressures, reduced flexibility, high demand for public services and policies that necessitate the use of UK-based staffing, we see the UK government becoming the largest growth sector in outsourcing in 2024 and beyond, as we have already seen several Requests for Proposals (RFPs) requiring staffing at a significant scale over a sustained period of time.
- Technology:** The service complexity of these buying organisations means there will always be a need for onshore services, however the channel shift to non-voice contact is an opportunity for outsourcers and technology providers alike.
- Financial Services (FS):** This sector has a history of offshoring back-office services and more recently front-office. The business case for outsourcing in the UK is marginal given that outsourced services attract VAT and FS organisations cannot offset this. However, as volume deflection increases, the complexity of front-office activity and fraud will become more prominent and therefore UK-based contact centres will be relied upon to protect organisations from risk.
- Healthcare:** This sector will grow significantly through the public and private sector. This is due to government increasingly pushing

services to the private sector and as a country, we have also increasingly adopted lifestyle services and apps. The convergence of this sector means that there will be new entrants coming into the market creating a diverse, empathetic and complex service requirement, hence the need for UK-based partners.

From our experience of awarding contracts across a variety of sectors, there are some emerging characteristics across organisations looking for contact centre services in the UK. We've summarised them as:

- Restricted to the UK.** Where organisations or those offering specific services, have restrictions which mean they cannot have services delivered outside of the UK. These are predominantly because of; regulatory compliance, legislative obligations, ESG compliance, data protection or those with self-inflicted constraints because of a wider corporate strategy.
- Brand differentiation.** Organisations use the 'local' or 'UK-based' narrative to differentiate their services from the competition. This narrative may also form part of their values and purpose.
- New high margin services.** The evolution of new or start-up premium, high margin services that do not have the overheads of a legacy organisation, meaning these organisations can invest in customer service to maintain customer advocacy and retention.
- Service complexity.** This leads to buyers not wanting to have services in a near or offshore location. This complexity can manifest itself in different ways, including geographical affinity or knowledge, the need for empathetic and emotional engagement, and product and/or service knowledge.

What are buyers looking to achieve from outsourcing?

The key reasons for outsourcing have not changed significantly, with the main focus being on cutting costs, maximising service certainty, transforming service and delivering flexibility. What has changed, however, is the importance attributed to each of these factors.

We understand that cost reduction remains the highest priority for most buyers, but there is less emphasis on outsourced partners delivering transformation or technology advancements as organisations are doing this themselves.

Flexibility has also increased in importance for buyers. The competition in the UK labour market has increased with the development of the 'gig' economy, lower labour supply through government policy restricting movement of labour into the UK and demands from employees to alter working practices with millennials entering the workforce.

In-house contact centres are grappling with these challenges which are intensified in local areas where they have their centres, hence the reason for outsourcing to partners in the UK who have multiple locations and a wider reach into the labour market.

Which offshore locations are serving the UK?

Over the last few years, the fastest growing offshore location for the UK market has been and continues to be South Africa. This is due to the attraction of the location in terms of cost, time zone, high unemployment levels and ease of travel, meaning that several 'scale' sectors have grown in this location. This mainly includes buyers from telecommunications, utilities, general



insurance and retail, who have all seen an increase in margin pressures in the UK.

The accelerated growth combined with the demand for services in these regions has forced buyers to look at the next emerging locations in the African continent. The locations that are currently being seen as the most attractive alternatives are in the Sub-Saharan region, including countries, like Kenya, Ethiopia and Rwanda with outsourcing providers entering these new locations with anchor clients from financial services and technology and social media who have a brand and presence in these local markets.

Nearshore locations within the EU but outside of the Eurozone, including Bulgaria, Romania and Hungary, have developed as lower cost options to the UK. As movement of labour to the UK from these locations has become more difficult, these locations offer a strong alternative with well-educated, English-speaking resources which have an affinity to UK. This ultimately means that these locations have been seen as reliable by buyers in terms of supporting complex service delivery.

What is the attraction of new and existing offshore locations for UK buyers?

Cost is of course an attraction, but buyers are consistently looking for new scalable locations with current destinations either becoming unsustainable for the scale of service they require or unfortunately because they have a level of political and economic instability. The need to have a diverse supply chain to meet their ESG factors and business continuity requirements are also vitally important in a global delivery strategy.

Offshoring can support this with organisations being able to access minority workforces, local charities, and locations that support business continuity strategies and a potentially lower carbon footprint.

Access to high quality languages is also increasingly becoming seen as an important factor that is attracting buyers to new locations. This is because non-English-speaking languages are becoming more expensive, specifically German, and buyers are needing to find the required scale of quality, sometimes native speaking, labour to meet the demands of their local market.

Where contact in different languages is non-voice, buyers are looking to low-cost labour pools in one language, normally English, because of the evolution of digital translation services. However, where customers are still looking to be engaged through voice, and with the increased need for skilled labour to deal with complexity and sensitive call types, searching for new locations that can service this requirement is essential.

The free movement of labour across the EU and the adoption of remote, gig and hybrid working mean language skills can be

accessed more easily, specifically through specialist outsourcing providers who have this kind of service model. However, this remote working operating model does not fit all service types, so having a bricks-and-mortar solution that meets the needs of the buyers and operational stakeholders in a low-cost location is key.

Spencer Brooks,
Chief Growth Officer,
The Knowledge Group



Suppliers Servicing the UK Market

Three quarters of the UK contact centre market is still retaining in-house resources and there seems to be a resistance to outsourcing, in spite of the growing challenges and costs of running an internal centre.

The UK BPO industry continues to confront the perfect storm of rising costs and difficulty recruiting and retaining talent. There is capacity in the market, even if staffing is difficult, but top-line revenue expectations remain suppressed as there appears to be more capacity in the market than demand. Outside the UK, the available supply of talented English-speaking agents remains strong, creating a powerful alternative to UK service delivery.

This year, at The Knowledge Group (tkg), we are reporting a new metric, the BPO Confidence Index, a measure of UK suppliers' perceptions about the future of the industry, including whether they perceive the industry as growing or shrinking and what they see as contributing to these trends.

The most significant factor impacting our BPO Confidence Index is the huge growth in large language models, namely generative AI. Klarna's statement confirming that 66% of their call centre work is now being handled by generative AI certainly caught the attention of industry analysts. This does seem ominous for outsourcing providers reliant on



providing resource without anything wider in terms of transformational activity.

Also, a review of sector share prices shows a reduction in market capitalisation of almost 50% in the last 12 months, highlighting a dramatic decrease in shareholder confidence, which is driving a range of behaviours from the UK contact centre outsourcing market.

Consolidation is growing

Buyers are looking to exploit the capacity in the market to drive margins down further with fewer long-term deals, less volume being guaranteed, and tougher commercial models being seen.

Mid-sized contact centre outsourcing providers, those with between 200 and 2000 FTE, face a particular challenge of competing with larger scale providers who often have a wider value proposition at the same time as defending a higher margin position, whereas smaller providers often don't have the same corporate overheads or underlying costs. Realising the operating environment may only get more challenging, which is why a number of outsourcing providers have sold their businesses in the last year.

The consolidation trend has continued over the last twelve months with more acquisitions being announced, however the nature of the transactions appears to have changed. Not all were huge global mergers as we saw previously with Teleperformance and Majorel, and Concentrix and Webhelp. Rather, growing international outsourcing providers like ResultsCX and iSON Xperiences recently acquiring Huntswood and EC Outsourcing respectively, are examples of growing international brands acquiring smaller, more specialist UK outsourcers.

This trend is only likely to continue growing as

all owners; venture capitalists, private equity fund entrepreneurs and listed businesses look to ensure they protect shareholder value by considering their positions, and a number have clearly determined it being better to sell.

Aspirations of non-UK outsourcing providers looking for a presence in the UK goes some way to explaining organisations' ambitions to acquire UK assets. Having a UK footprint remains an important consideration for buyers, even if this is only to act as a foothold as more of the work is migrated to lower cost geographies where resource is more easily attracted and retained, creating budget relief for cost centre owners looking to fund investments in new technology or other opportunities.

BPO providers' value proposition is widening

UK contact centre outsourcing providers are increasingly looking to build out a wider value proposition to attract buyers. Where outsourcers don't have the capital to make their own acquisitions or build out new greenfield locations, they are increasingly looking to partner with other providers. These partnerships may be to offer a wider service portfolio as new capability is added or used to extend the existing portfolio but at different and often lower price points.

The most popular partnership model remains the subcontracting of work to other contact centre outsourcers. Partnering with BPOs in other countries, sectors or with different capabilities that complement existing service delivery allows UK outsourcing providers to engage customers with a broader proposition to defend their revenue base from larger, multi-market providers.

Subcontracted eco-systems also offer significant advantages beyond accessing new price points, including new case studies, new

capabilities, a diversified business continuity position, access to larger talent pools and the flexibility to ramp up and down without disrupting the domestic operation. Most importantly, they reduce the reasons why a buyer will start looking for an alternative provider. Having a pre-contracted eco-system of partners from a range of locations, with a range of specialist skills, means outsourcers in the UK can increasingly broaden their value proposition, bid for more work, and compete with larger challengers.

The traditional labour supply markets of South Africa, the Philippines and India remain positive even in the face of a number of headwinds in each location. That said, new locations are emerging, even if not yet at scale or with the depth of management talent. Accessing these locations through eco-systems is a lower cost, lower risk way for outsourcing providers to broaden the service portfolio offering.

The growing cost pressures and a lack of liquidity in the market are also forcing outsourcers to look at their retained organisation and make efficiency savings. This is often where organisations approach us to enable them to leverage specialist skills and resources for limited periods of time, during retail peak, for example, to meet their needs for capacity or leadership. Outsourcers are often constrained in their ability to staff to customers' expectations, and even where they can, they often need to carry the management overhead throughout the year, so more flexible options are becoming increasingly common and sought after.

All users of technology; customers with legacy infrastructure are struggling to leverage legacy technology investments whilst introducing emerging technology like

generative AI into their operations. Customers struggle with the conflicting investment priorities at a time when budgets are more constrained and increasingly innovative ways of financing investments are becoming popular. On the outsourcing provider side, the need to have a compelling story around new technology is creating significant, copycat approaches, with a minimum level of innovation often being dressed up as something more transformative than it actually is.

Given the traditional methods of procuring, organisations often do not understand what they are buying beyond the traditional model of agent time, and they don't know how to contract for more innovative services or commercial models that are influenced by new technology deployment. Trying to mitigate misalignment between buyer and provider expectations post the technology deployment is vitally important. The gap between the expectation and reality of technology is often frustrating for buyers and outsourcers need to invest more time into thinking through how such innovation is packaged commercially.

Joel Walker,
MD International,
The Knowledge Group



The UK Supplier Landscape

At tkg, we have a global marketplace where we bring outsourcing providers and buyers together, matching service requirements to capabilities and ensuring that relationships are built on a solid foundation and accurate data. The ability to understand supply and demand and the fact that contact centre outsourcers do not pay anything to be a member of our marketplace or for being awarded contracts, has enabled us to create a unique view of the market.

Through the following sections, we present a whole market view of contact centre outsourcing capabilities and buyer trends within the UK market. In this report, we have sought to bring to life some of the macro trends in the UK market. Alongside the macro view presented, we hold a very detailed micro view of provider performance, commercial benchmarking and service capability, with the following highlights a taste of the level of insight available:

- Outsourcing providers who have a scale today of over 450 FTE, are offering a multi-channel proposition and are investing in ESG and DEIB (diversity, equality, inclusion and belonging). They are predicting growth in the UK BPO market of 8%, while smaller organisations with fewer employees and a narrower service offering are forecasting declining volumes of FTE.
- Whilst there are nearly 300 outsource providers in the UK, 15 of them service 80% of the outsourced market.
- There is a direct correlation between the price that outsourcers charge and the scale of those organisations. Put simply, larger outsourcers charge more, which does not fit the traditional narrative of economies of scale driving a lower price. Larger outsourcers may argue they bring more to the relationship than just agents and the extra benefits of working with a

larger provider, including thought leadership, technology and innovation, need funding. Smaller outsourcers may suggest they have lower corporate overheads and a leaner structure focused on a narrower number of customers.

- Fewer than 5% of contact centre outsourcers in the UK have over 1,000 frontline colleagues.
- The deviation from the average price charged by contact centre outsourcers in the UK market is significant, with 70% of the market's price being +/- 20%. This wide range of pricing shows the importance of a professional sourcing process and specialist advice on pricing, benchmarking and commercial models to ensure the buyer is getting best value.

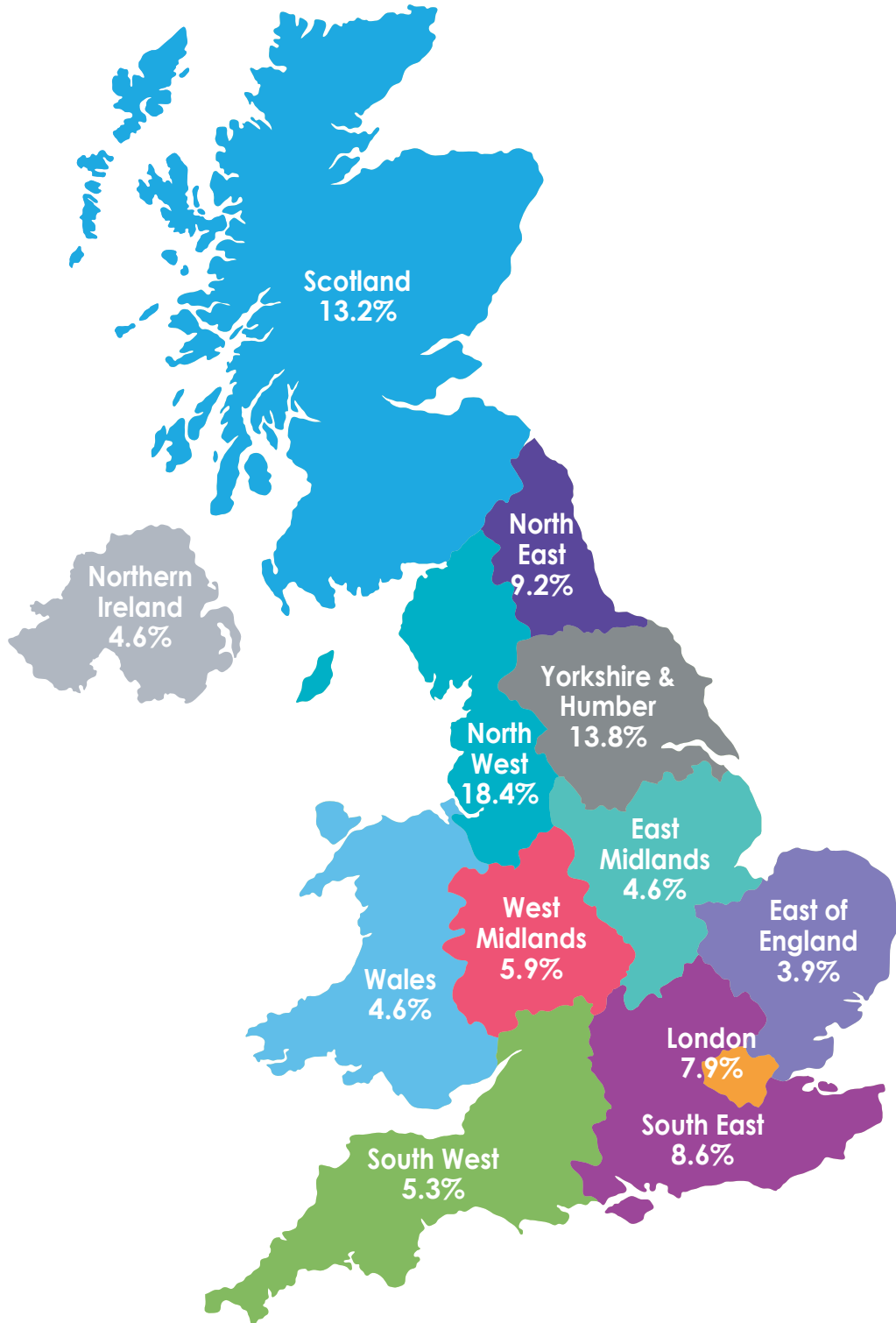
The following data is provided by tkg.

Location Assessment

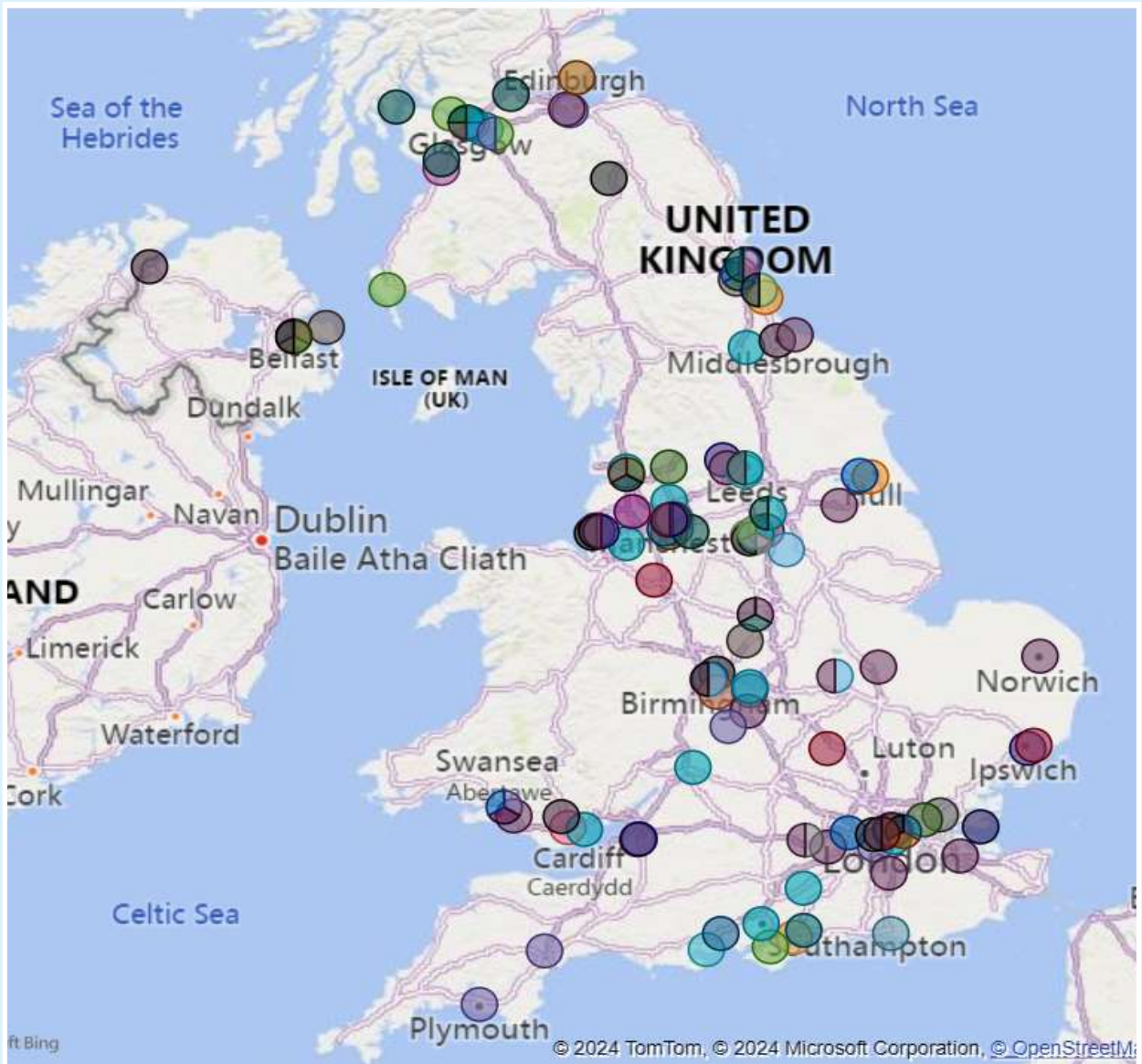
As you would expect, most of the outsourcing sites servicing the UK market are found north of the Midlands, linked to lower property and labour costs. The number of sites has not materially grown since our 2023-24 research study, reflecting the migration to hybrid working where outsourcers can leverage a more virtual workforce and therefore avoid the need to invest capital in new locations and instead better utilise existing resources.

The post-pandemic move to hybrid working has reduced the impact of contact centres being condensed in certain areas. Hybrid working gives outsourcers the ability to access a wider recruitment pool than they had previously. However, the location of their sites is still a vital buying factor for many buyers interested in having easy access to on-site centres to visit easily and spend time with the operational teams.

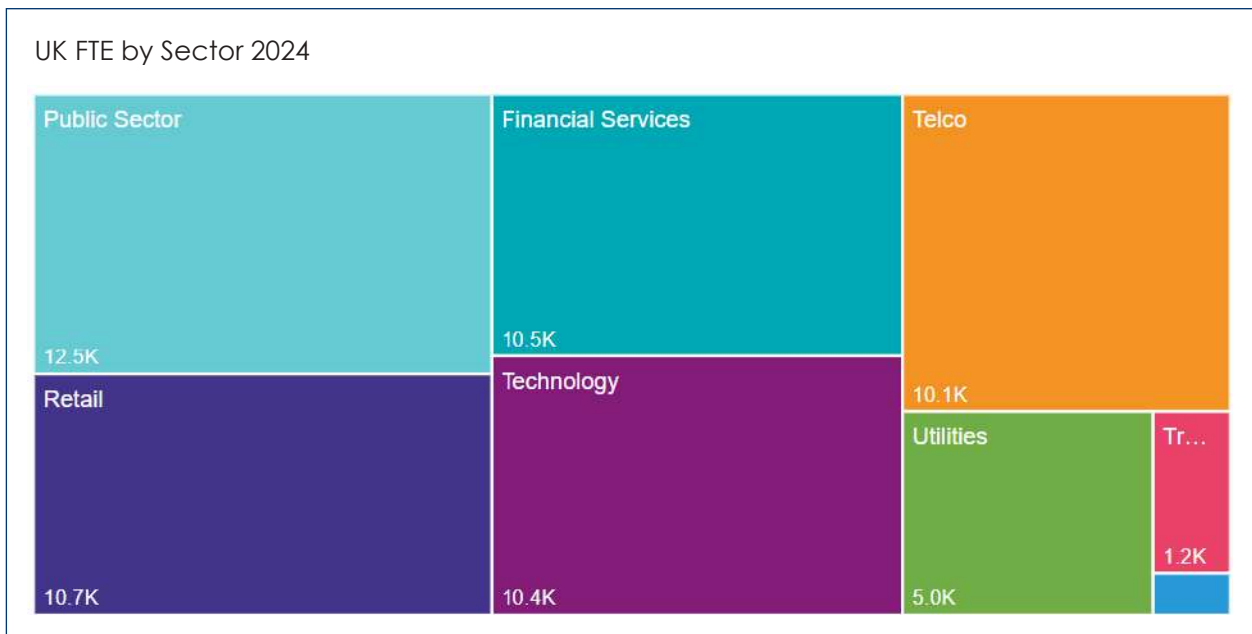
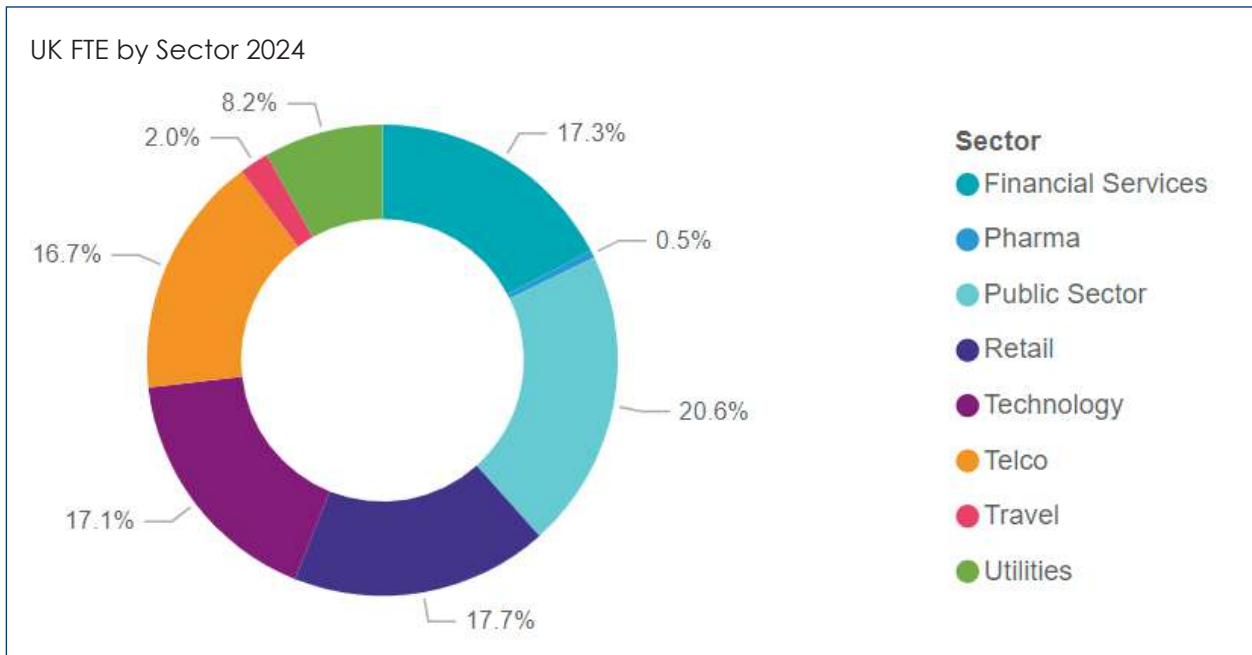
Site split by Region



UK Supplier Sites by Postcode



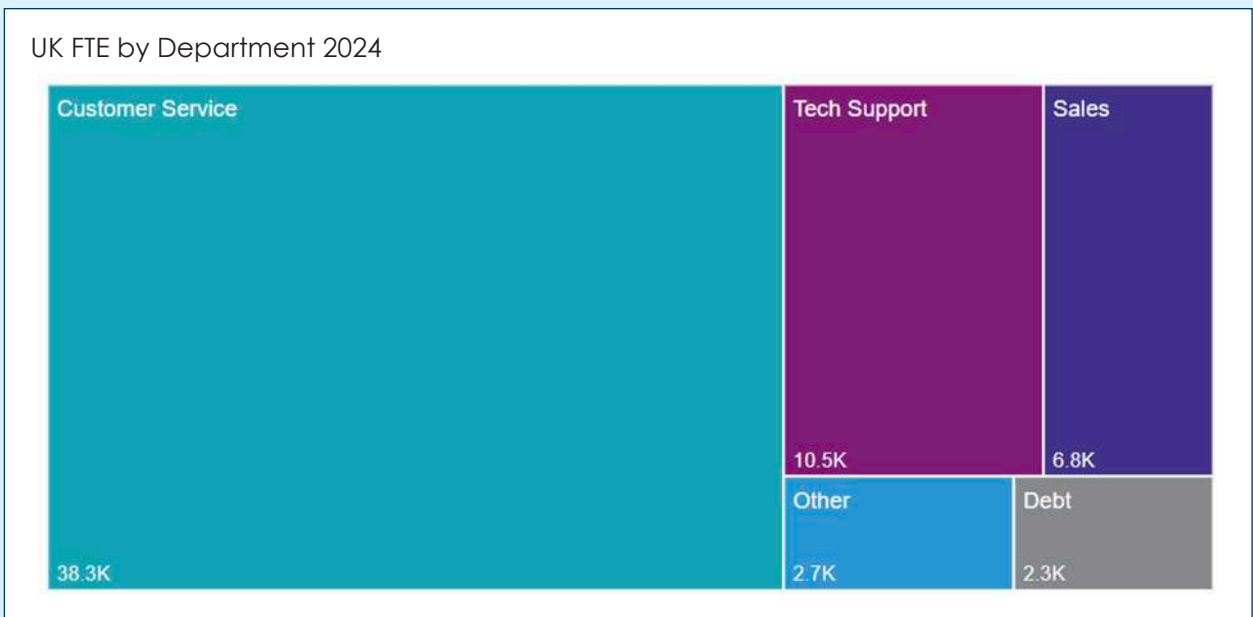
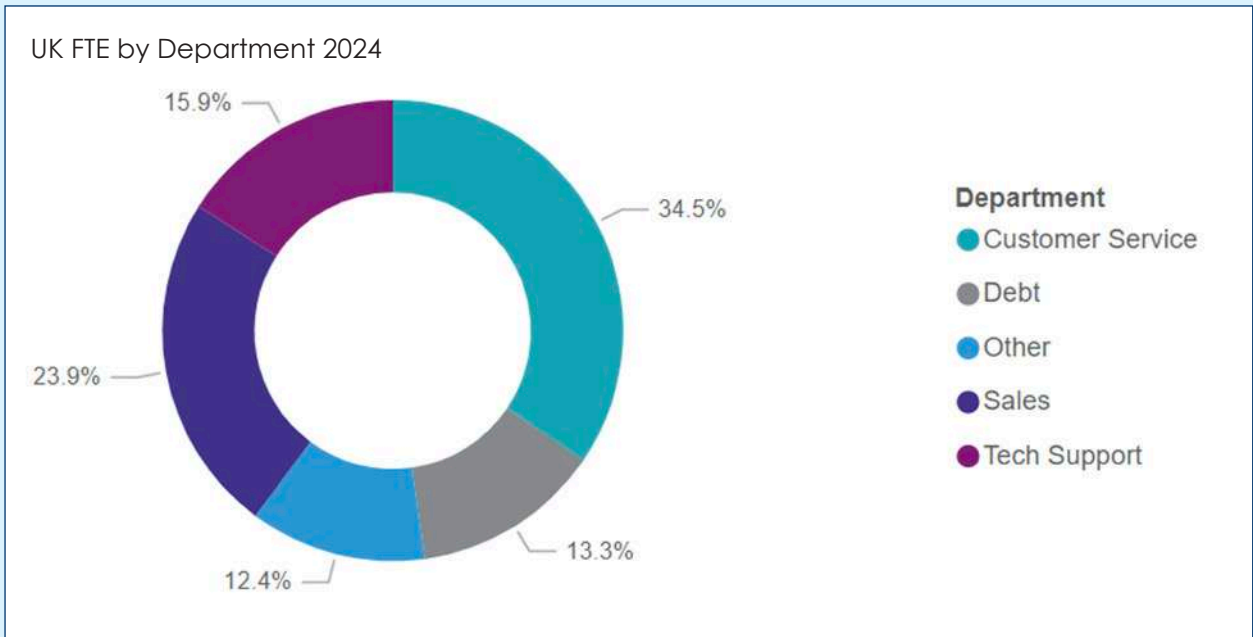
Sector coverage



As outlined earlier in the report, the main sectors where organisations are typically outsourcing are telecommunications and media, retail and e-commerce, financial services, utilities, technology and social media, healthcare and government, with some bias in certain sectors specifically outsourcing within the UK due to brand, service complexity, and data security. What we have seen from our data, is that

financial services and the public sector are two of the top sectors reliant on outsourcing in the UK, with technology also experiencing a significant expansion from 2023 to 2024, with double-digit growth. A range of sectors have changed how they source labour, as these mature outsourcing buyers have grown comfortable with migrating services offshore to new or existing geographies, like South Africa.

Service Capability



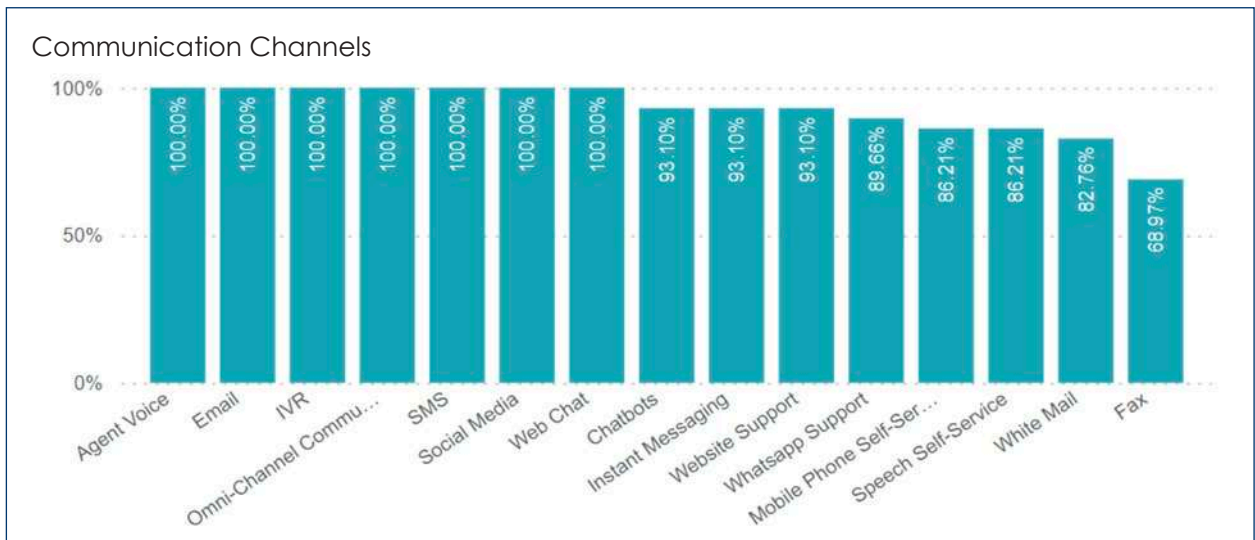
Customer service continues to be the largest service type handled in the UK. As certain sectors, particularly social media and technology grow significantly, this has meant a corresponding rise in FTE delivering technical support. This trend is further evidenced through our engagements in 2023 and into 2024, where we have seen sectors converge linked to advances in technology.

The advancement of connected devices, the continued adoption of mobile applications for products and services, and the convergence of products with complicated technical devices, means customers are looking for greater technical support and customer service, often at the same time, to navigate the customer journey.

Channel coverage

The primary channels across the contact spectrum are covered by all contact centre outsourcers, with legacy channels such as white mail and fax not always being supported. Interestingly, the adoption of new or emerging channels for business-to-consumer engagement, such as WhatsApp, has seen a marked increase in providers supporting this channel in 2024 compared to 2023. As we saw earlier in the report, the more service channels

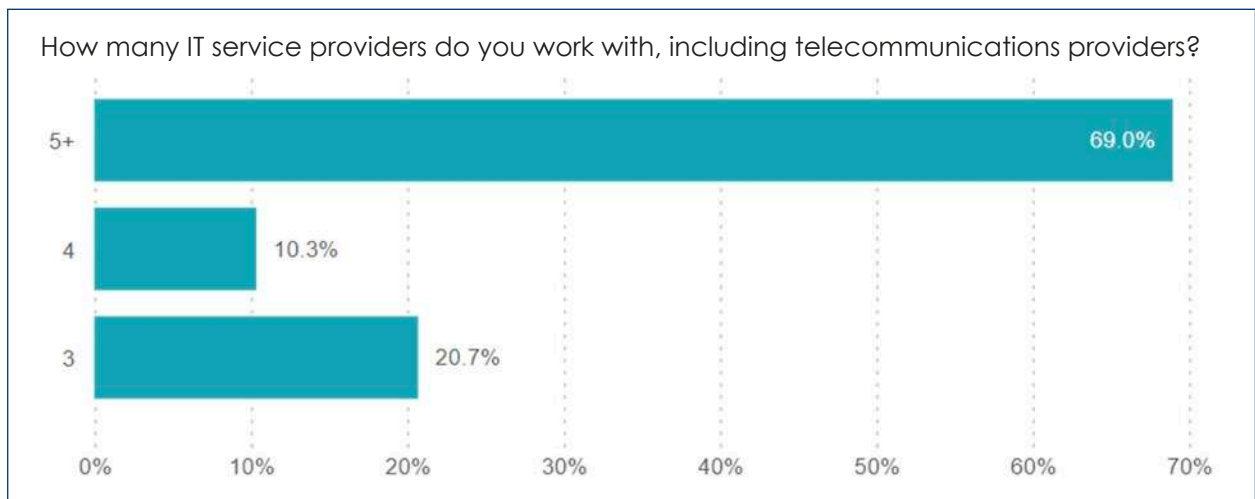
you support, the greater the probability you are forecasting growth in the FTE employed. Outsourcers are increasingly differentiating themselves by implementing new technologies on behalf of buyers. Whether this is using their own in-house technology systems, through third party providers, or using their customers' technology, they are increasingly demonstrating through the maturity of these interactive platforms a wider range of channels they can support.



Technology deployment

As outlined in the report, technology investment is more important than ever if buyers are to keep up with their competition in terms of user experience, customer experience and cost of serving customers. Our research

shows that outsourcers have recognised this and are partnering with technology providers to bring these technologies into their proposition with the hope of differentiating themselves and gaining an additional return from a secondary revenue stream.

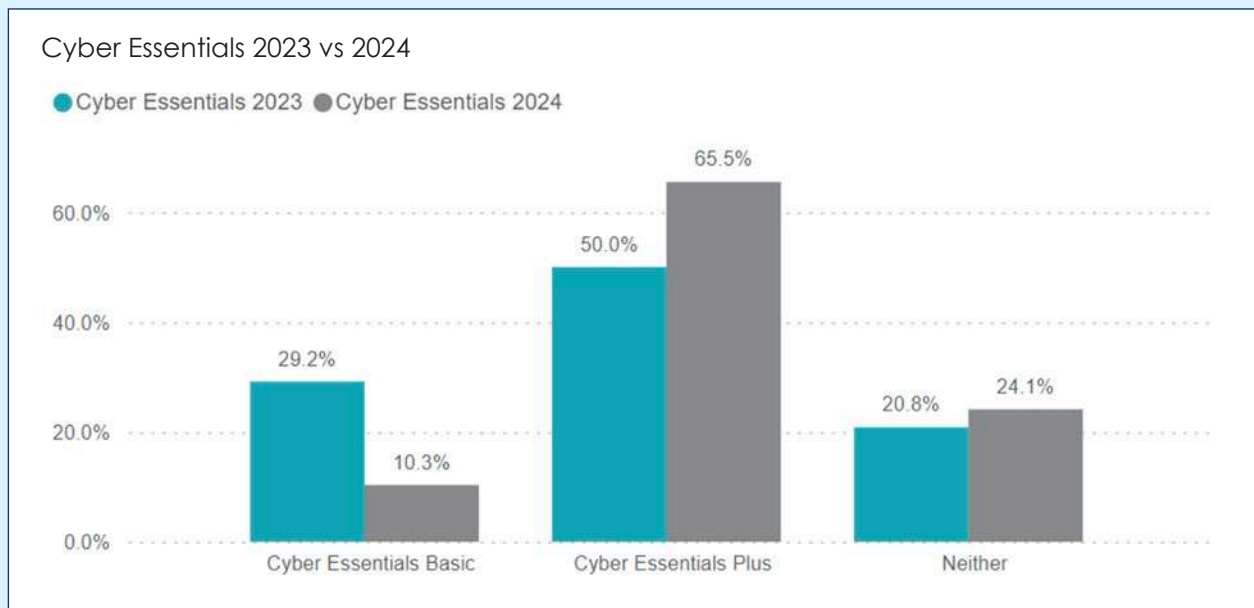


Most outsourcers are working with more than five technology providers, although the detail that informs this chart suggests a majority of spend is with a narrower group of technology providers. Given the scale of the technology market, and the pace with which new technologies are being developed, in-house and BPO-developed technology solutions are always behind the curve, with the deployment of AI a prime example as specialist technology providers have been investing significantly for some time to help organisations unlock the advantages of new advancements.

Provider accreditations

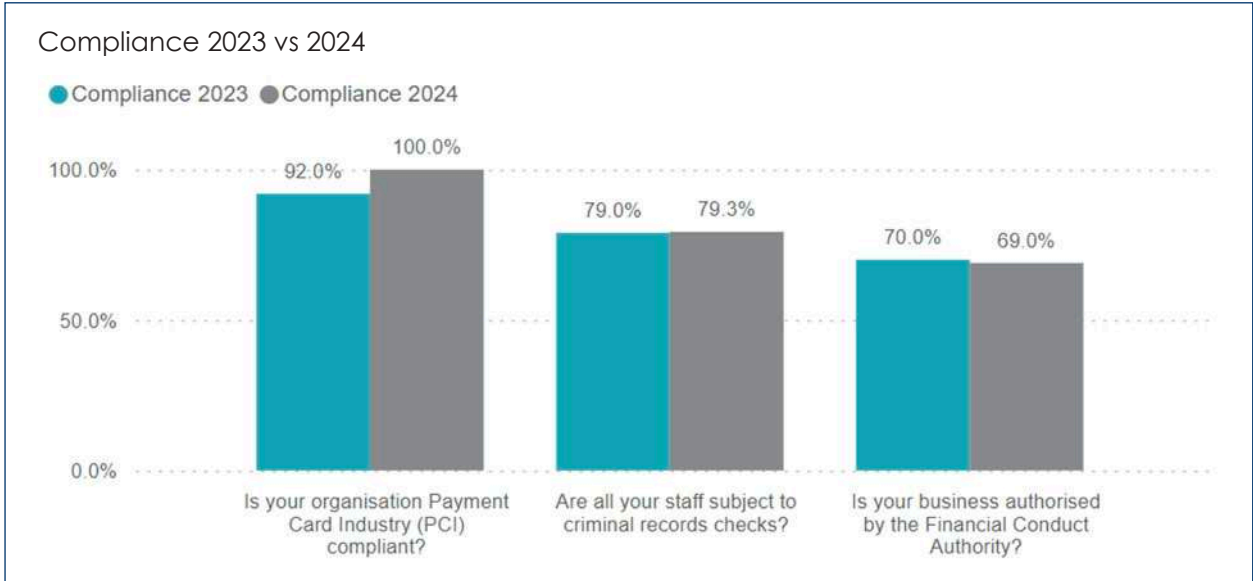
As part of our vetting process, we validate outsourcing providers' compliance with industry accreditations, which buyers see as vital when selecting a partner. There has been a significant shift in outsourcers adopting these accreditations in 2024, which validates buyers' drive for adoption. These include, for example, Cyber Essential (Plus), ISO certification and FCA approvals enabling the delivery of specific service types.

An example of the trend is the adoption of Cyber Essentials, one of the many certifications we monitor:



The drop in the adoption of Cyber Essentials is because many outsourcers have seen the value in increasing their certification to Cyber Essential Plus. This helps buyers and their wider stakeholders become more comfortable with providers being aligned with internal policies and procedures around data compliance. While there is no difference between the standards, Cyber Essentials Plus is externally audited by a specialist, whereas the basic

level is self-certified compliance. Other areas we track, and buyers see as important are outlined below in the graphic. It is clear that the market as a whole is maintaining or increasing compliance with these important metrics, which means that outsourcing providers wish to demonstrate to buyers that they are ready to meet their requirements when they are looking to the market for solutions.



ESG credentials

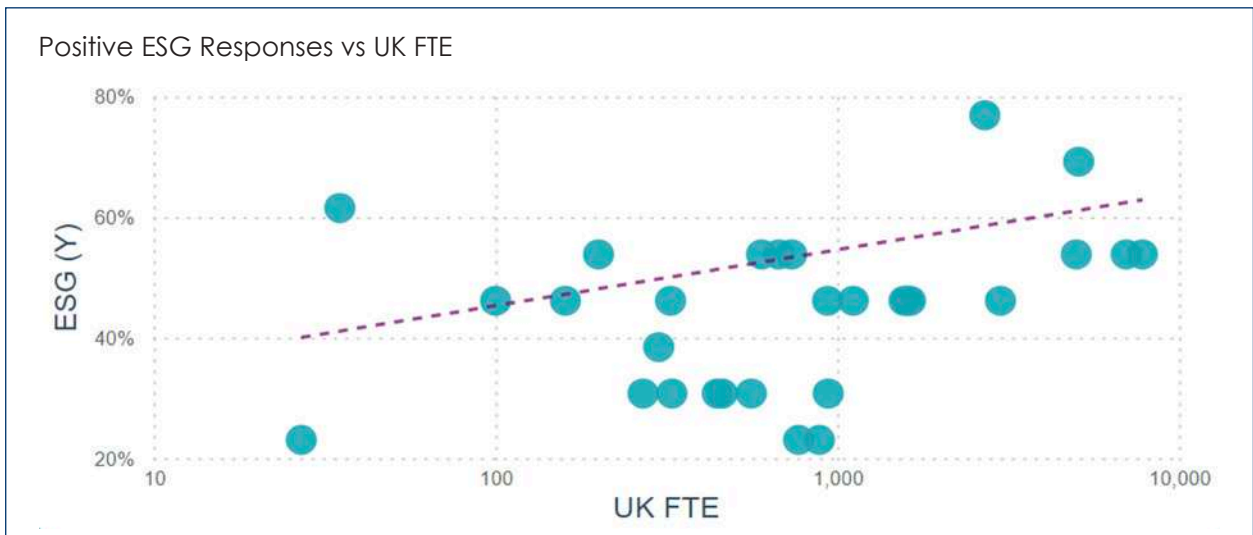
The area of ESG-compliant supply chains is growing in the contact centre sector. Organisations are moving forward, not as rapidly as consumers would like, but the adoption of ESG policies across the largest organisations in the UK and broader is gaining momentum. Naturally, contact centre outsourcing providers lag behind this curve as the investment in creating and managing an ESG strategy is significant.

We continually monitor outsourcers adoption of a wide range of ESG criteria to assess the level of depth of the providers ESG policies in terms of meeting buyers' expectations around specific criteria.

These areas include:

- The incentivisation and reward of management teams on ESG performance
- Disclosure of ESG performance and measurements
- Evidence of policies and governance to manage an ESG strategy
- Adoption of standards or certifications with the ESG arena, such as The Carbon Trust

There is a clear correlation between an outsourcers scale and ESG adoption. As previously mentioned, the investment is significant, and larger organisations are dealing with more multi-national clients and are listed organisations where regulation enforces compliance.



Building social value

Similar to ESG and vitally important to our sector due to the reliance on labour, is the adoption of diversity, equity and inclusion strategies. Most contact centre outsourcers in the UK have robust policies to monitor, support and measure diversity within their organisation. However, we have seen that many do not work with external bodies, therefore lacking the proof that the organisation's commitment is validated by credible authorities.

Globally there is growing discussion of the terms 'impact sourcing' or 'social value'. Social value is a set of measures looking to link the award

of a contract to wider changes in society. The UK public sector, through Crown Commercial Services, has begun using social value as an evaluation criteria and more private sector organisations are using a wider set of assessment criteria than just price and quality.

In South Africa, the government incentivises the move of young unemployed individuals into employment. As more organisations in the UK adopt social value measures, we expect much greater progress in measures to grow and sustain a more diverse, inclusive, skilled workforce serving the emotive, complex call types that seem least at risk of being automated in the near term.



Showcases

We invited UK contact centre outsourcing partners to showcase their capability in this report. In the pages that follow you'll discover a series of case studies and information about several partners in the UK.



Unlock growth with **exceptional** **customer experience.**

Market leading customer service outsourcing combining local knowledge with a global perspective across the UK and Europe.

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Support**

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Fortune Global 500 clients



~2,000

Clients



320+

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70+

Countries

6

Continents



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www.concentrix.com

Showcase



DDC Outsourcing Solutions is a customer-focused business process outsourcing company. We take a partnership approach to service, providing our clients with custom-built solutions to address their most pressing challenges.

Spread across a growing global landscape, our community of talented professionals can deliver outsourced customer service and business process support in multiple languages. We provide measurable, tangible results for businesses in various industries, cultivating the ideal strategy based on the locations, costs, and skills necessary to reach your goals.

DDC OS is part of the global brand DDC Group, with operations based in 15 locations across the globe operating in over 30 languages. Our head office is based in Worksop, UK with over 350+ employees working in a hybrid-working environment.

Our approach to outsourcing solutions:

People: Create a culture of accountability that empowers the workforce to drive high colleague and customer satisfaction.

Powered: Equipping our people with all the tools and information they require to improve their experience and, in turn, deliver exceptional service to our customers.

Progress: Collaborating with our customers and partners to deliver sustainable value using the latest industry innovations.

Client Case Study

Multilingual Customer Support Solutions for a Global World leading Fashion Brand.

Overview:

Since its launch in 2006 – and with over 10 million followers on social media – this global fashion retailer needed an outsourcer that could deliver against their continued growth.

The client initiated an RFP process to identify a new supplier to support with their growing customer service demands, specifically managing peaks.

They had big ambitions, shared our partnership vision and were looking for a high-quality one-team approach to service their global markets, so, DDC was invited onboard. They needed an outsourcer that could make sure they had access to the right people and technology and could deliver a high-quality service aligned with their budget. Across multiple languages as their global footprint continued to develop.

Our Solution Summary:

- Currently, we cover seven languages.
- Customer services supported by BPO expertise.
- 24/7, 364 days service is offered in English.
- 12/7, 364 days Multilingual offering covers which differentiates during peak season.
- Reduce cost to serve without compromising on quality.
- A one-team approach to global service.
- Utilised a hybrid approach with our nearshore and offshore branches.

Our Results:

- Our nearshore team are consistently performing as the number one team across the entire customer service landscape.
- Average attrition at 1.4%.
- The client had access to our CEO and executive team throughout the buying process, enabling open and transparent communication throughout.
- Strategic discussions focus on growth of the DDC offering, exemplifying the success of the partnership.
- Hitting and exceeding all targets.

“The team work closely with us, so much so that it feels like one business and ONE TEAM, and this is driven by transparency both ways that can sometimes lack in other outsourced partnerships.”

- Cat, Client.

For more information, contact Chrissie Spencer: Chrissiespencer@ddcos.com

T: 01909 488 600 | www.ddcos.com | www.linkedin.com

Get ready for the future of CX with GenAI solutions

As a global CX leader, we help brands build CX solutions that realise the opportunities offered by generative AI, integrating the best of both technology and people to deliver effective and remarkable customer experiences.

For success, your digital transformation should connect digital tools and operational processes with conversational design and human talent into your CX strategy.



Innovative AI solutions

Data drives the best AI solutions. Connecting insights from +9M conversations a day enables us to test and learn, creating global best practices to enhance your transformational AI programs.



Global expertise and R&D resources

We bring operational teams, digital design experts and a strong R&D software organisation together with +700 experienced engineers, skilled in cross-functional fields including data science and open-source technology.



GenAI tools come standard

With internal GenAI tools supporting 170,000 associates, the latest technology is a part of how we work in every function – accelerating productivity at scale wherever we deliver support.



Experience at the heart of transformation

Foundever brings together GenAI with industry-specific expertise, operational know-how and a customer-centric focus to create seamless, conversational experiences for your customers to make a difference in the moments that matter.

Find out more



Showcase



HUNTSWOOD

A ResultsCX Company

Huntswood was established nearly 30 years ago, and provides resourcing, outsourcing and advisory services on a global basis – now backed by the significant capabilities of ResultsCX. This combination of skills creates the safe foundations that our clients depend on us for – to deliver excellence on their behalf. Our business is led by industry experts with unparalleled insight and specialist experience in international scale remediation and contact centre operations.

In addition to our operational expertise, our unique combination of end-to-end services enables us to deliver greater value for clients by sharing a panoramic perspective on their challenges and opportunities. We do what others can't, offering insight-led outsourcing and market-leading flexibility that, for instance, enables us to manage complaints to fix legacy issues, while handling calls to prevent future ones. Everything we do is geared towards not only dealing with the challenges of today – but preventing the potential related problems of tomorrow.

Client Case Study

We transformed the contact centre of a leading UK insurer following its poor experience with two previous suppliers. Our client had worked with two outsourced partners to complement their front office, in-house teams. But performance issues, resourcing challenges and high attrition within the outsourced teams prompted them to look for a more stable, flexible partner.

We began by mobilising 100 FTE across customer care and first notification of loss – subsequently transferring 85% of in-scope staff (250 people) to Huntswood under a TUPE arrangement which both parties collaborated on. Our good performance against our client's KPIs – and the hassle-free additional support we were able to offer as part of our ongoing relationship – have seen Huntswood become their sole outsource partner. Our team is currently at 360 FTE and growing.

It's just one successful turnaround we've delivered for our clients in recent years, including:

- Increasing customer trust in a major water provider, taking them to the top of the satisfaction league table, while increasing collections by 100% and delivering a 73% reduction in AHT
- Transforming the customer servicing of a leading energy provider, decreasing cost-to-serve by 40% while servicing 250% of expected call volumes
- Supporting the claims area of a major utilities company, delivering 21% greater productivity than our client's inhouse team and achieving fair customer outcomes in 97% of cases.

With proven recruitment processes, bespoke training programmes and industry-leading planning, scheduling and forecasting, Huntswood delivers an unrivalled service for our clients, whatever the challenge or sector, every time.

“ We chose Huntswood because of their experience in the insurance industry. We knew their approach would provide the right level and quality of resource. The management team have always been very agile and responsive to our changing needs – they are a true business partner. ”

- Leading Insurance Business

For more information, contact Lucy Gilly: lgilly@huntswood.com

www.huntswood.com | www.linkedin.com

Showcase



iSON Xperiences: is a truly global BPO, now serving you from our UK centres too.

We offer a winning combination of flexibility, customization, and digital CX solutions. We don't do one-size-fits-all. We tailor solutions that meet your specific needs.

With our "Right-Shoring" strategy, we ensure a perfect fit by providing solutions that maximize CSAT and improve both operational and cost efficiencies. Your customer service needs can be met by our UK-based team, while leveraging our offshore network for cost-effective solutions.

- Located in the top favoured Offshoring CX destinations.
- Over 18,000 employees in 19 countries, servicing customers in over 40 languages.
- 50 million+ customer interactions monthly.
- Trusted by leading brands across industries.

Comprehensive Solutions:

- End-to-End Customer Experience Management
- Omni-Channel management
- Data Analytics and Insights
- Digital Transformation and Consulting Services
- New customer acquisitions and Retention
- Debt Recovery and Legal Process Services

Unlock a world of benefits with iSON Xperiences, your end-to-end Offshoring partner. Reduce costs, gain efficiency, and achieve remarkable results.

Client Case Study

Transforming Customer Service for a leading DTH Provider.

Challenge:

A major DTH provider, operating 24/7 across 6 delivery centres in 4 key cities, faced high costs, low customer satisfaction, and declining retention rates. Managing 25 million customer contacts annually for services like Satellite TV, VOD, internet, and content aggregation proved difficult.

Solution:

We became a key supplier, managing their Inbound, Outbound, and Live Chat services. We implemented efficient staffing models, optimized processes, and leveraged technology to improve performance.

Results:

- Reduced Operational Cost by 45% through optimized staffing and operational efficiencies.

- Improved Key Performance Indicators (KPIs): Achieved service level targets, increased customer satisfaction (C-SAT) scores, and reduced repeat calls.
- Enhanced Retention & Sales: Increased customer reconnections, subscription renewals, and upselling of services like internet and device insurance.
- Maintained Service Levels During Challenges: Successfully navigated the COVID-19 pandemic and civil unrest while achieving targets.

Impact:

We delivered a consistent "Green Scorecard," exceeding expectations and earning multiple expansions in our partnership.

“Multichoice and iSON Xperiences have been on a partnership journey for close to 6 years, and I have been fortunate to be part of the journey since day one. Together we have achieved many goals, celebrated many successes, and we have also navigated different challenges which has further strengthened our partnership. We have opened four sites together which have become home to our service and sales warriors, leaders and support staff.”

- Marie Bradbury: Senior Manager Customer Care – Multichoice

For more information, contact Atul Goel: Atul.Goel@isonxperiences.com

T: 07881 336426 | www.isonxperiences.com | www.linkedin.com

Konecta

Who we are?

We're more than a corporate entity; we're a vibrant community committed to innovation, diversity, and excellence.

With our global reach and local expertise, we seamlessly connect clients and customers 30 years of industry experience through our Multilingual Hubs, ensuring unparalleled service.

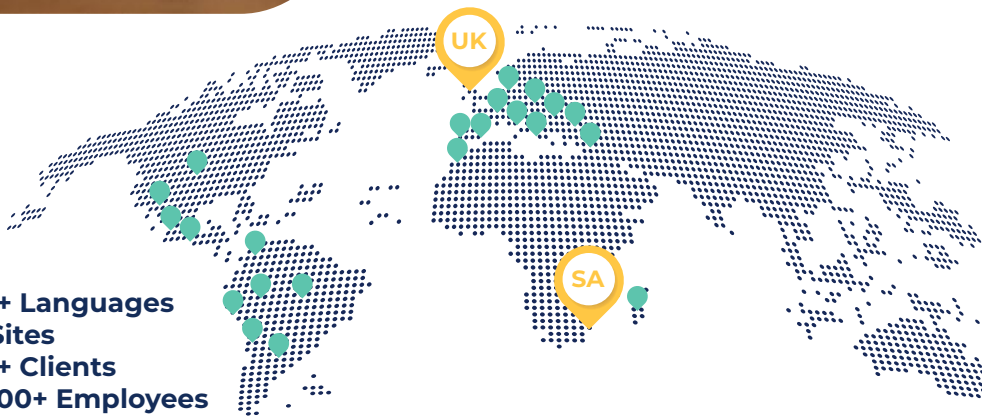
We connect companies,
we connect people,
we connect with you.



Our UK & SA sites

Konecta UK is part of a Global operation servicing over 500 clients with 130 000 employees. Konecta has presence in 26+ countries with over 200 sites.

With proficiency in over 30 languages, our 4 vibrant locations - London, Manchester, Ringwood & Durban offer unparalleled customer service solutions with a swift ramp-up recall specialty, ensuring seamless support across multiple sites and countries.



30+ Languages
4 Sites
30+ Clients
1 500+ Employees

“ We commit to deliver high quality customer experience. We work hand in hand with you to reach your business objectives. Our focus is your customers, our driver is your success and our unique value proposition is innovation in a strong brand centric culture. ”

Guillaume Langle | CEO UK & SA



See how Konecta are Revolutionising the BPO and CXM industry through AI ...

Industries

Telecoms
Retail & E-commerce
Financial services
Insurance
Travel & leisure
Automotive & Mobility
Healthcare
Utilities
Media & Entertainment
Tech & Digital Natives



Process Management
Business Process Services
Back Office processing
Technology & Innovation
Optimization & Automation

Digital Solutions
AI & Analytics
CX Consulting
Cloud Services
Digital Marketing Agency

Customer Experience Management
Marketing & Sales
Customer Care
Technical Support
Legal & Collections

www.konecta-group.com



Enhance your customer relationships.

Our onshore contact centres blend proprietary tech solutions with the best UK based agents to help you grow and nurture your customer base.

Visit resqcs.co.uk

Showcase



In French, Sensée means 'it makes sense'. As one of the UK's largest independent customer management outsourcers and CX specialists, Sensée works with clients to make sense of their customer challenges and deliver leading-edge CX solutions. With 2000 employees, half of which work flexibly on a work-from-home (WFH) basis, Sensée has a unique and innovative contact centre operating model. Supported by our unique workplace and CX infrastructure and platforms, this model enables CX

teams to deliver improved performance, higher quality and lower costs.

Sensée is proud of its heritage as a true WFH innovator that assisted many large UK centres as they transitioned to @home and hybrid working during lockdown. Following the acquisition of The Contact Company in February 2024, Sensée also operates from a purpose-built centre of excellence in Birkenhead, Liverpool.

Sensée partners with leading brands - including Bupa, BT and Allianz - helping them deliver brilliant customer outcomes.

Client Case Study

Sensée and Bupa

Business partners for 7 years, the Sensée and Bupa relationship is not just longstanding but possibly the most mature outsourcing relationship in the UK work-from-home/hybrid space.

The Sensée team comprises over 200 home-based advisers who handle health enquiries for Bupa customers. This covers everything from detail changes to conducting assessments of customer conditions against eligibility criteria and booking treatments. The team also assists with Bupa Mobile App & website queries via webchat, email and phone.

The Sensée Bupa customer service homeworking team was named 'Outsourced Contact Centre of the Year – Medium' at the Northern Contact Centre Awards in October 2023 for the second consecutive year.

"We are extremely proud of the hard work and dedication of the Bupa homeworking team and delighted that their achievements have been recognised with this Award" said Paul Whymark, Chief Operating Officer, Sensée.

“It's very much a strategic partnership with Sensée, we walk together hand-in-glove to provide a seamlessly brilliant service to our members.”

- Kirk Bradley, Director of Customer Service, Bupa.

Showcase



Shared Services Connected Limited (SSCL) is a leader in critical business support services for the largest Government departments and agencies, the Ministry of Defence, Police and CITB across the UK.

We transform services through digital solutions and innovation, including end to end Finance and Accounting, HR and Payroll, Procurement, Pensions Administration and Resourcing Services - enhancing the customer experience, enabling smarter public services.

We employ around 3,300 people who, with their in-depth client knowledge and collaborative approach, sit at the heart of our business strategy. SSCL operates at size and scale across the UK public sector and has already delivered savings of approximately £750 million - providing more funds for front line public services.

Our Contact Centre Service is renowned for being an exemplar in the industry and puts our customers at the heart of our service always improving CX through investment in modern technology capability including Omnichannel, Automation, Artificial Intelligence, Quality Management and Workforce Management.

Client Case Study

Omnichannel service and speed-to-resolution are key in today's hyper-connected world and delivering exceptional customer service is paramount.

Customers are keen to choose how they interact with our teams and solutions to get the answers they need fast, and our people want to work smarter, avoiding tedious and repetitive manual tasks.

Customers are becoming increasingly likely to engage with an organisation via multiple touchpoints, making it necessary for businesses to adapt accordingly, they want agile and efficient services which are seamless and allow for quicker response times.

SSCL identified the need to develop and implement a smart and unified solution gathering content from multiple touchpoints and present it in a smart and simplified view.

OmniView is a revolutionary skin that unifies customer insights with seamless efficiency, harmonising phone calls, chat, email and other channels into a unified platform enabling our people to access all the relevant information about our customers and their queries in one place – reducing the time our users have to wait for query resolutions and providing an enhanced and seamless customer service.

Screens run at a faster, more efficient pace with the number of screens our people have to navigate during customer interaction reducing from 35 to five.

Additionally, our interactions screen now provide access to all the relevant information about our customers and their queries in one place - reducing the time our users have to wait for query resolutions and strengthening our customer relationships.

“The service is always friendly and helpful, my call is always answered without being put on hold. The Live Chat function is a great addition, always friendly and informative with the added bonus of the advisors' sharing links to the correct guidance etc.”

- Government organisation

For more information, contact Sowmya Pulle: Sowmya.pulle@soprasteria.com

T: 0742 560 3295 | www.sscl.com | www.linkedin.com

Showcase

VENTRICA

Ventrica is one of the UK's leading and bestknown providers of outstanding emotive customer experiences. Based in the UK but with a selection of overseas offices, Ventrica is a customer experience specialist at the forefront of the digital revolution and offers intelligent omnichannel customer management and ITO services. Digital transformation and the use of intelligent automation are underpinned by the most important part of our business - our brand ambassadors, fondly known in the industry as Ventricans.

Ventrica Artificial Intelligence software has been customised by Ventrica's in-house team of software developers to specifically meet the needs of Contact Centres faced with a volume of unstructured contacts, tickets, and client questions.

- It combines knowledge management, semantic search, and generative Ventrica AI to create an FAQ bot based on existing knowledge articles.
- Uses a large language model, Ventrica AI interprets and stores data in place to protect both data and brand.
- Includes AI summarisation and AI classification software that specifically meets the needs of any contact centre faced with a volume of unstructured contacts, tickets and client questions.
- It can also be used as a precursor to further automation (e.g. email with intent X always needs a product photo so if there is no photo attached ask for one automatically before the ticket reaches an advisor).

Case Study

Ventrica partnered with Houseful (Zoopla), one of the UK's leading consumer brands, to enhance customer experience, improve employee engagement, and reduce costs to serve in 2023. Ventrica created a series of optimisation projects that included AI/Bot support, improved knowledge and onboarding for customers and advisors, deployment of new channels and channel switching, and new productivity measures such as workforce management and data insight to digitally transform Houseful.

Within one month of the staff transferring to Ventrica, significant improvements to service delivery were seen – with ticket backlogs reduced by 40% because of new Zendesk developments, and improved resource management and operational governance. 100% of outstanding customer support requests had been resolved within 90 days of the launch of Houseful's partnership with Ventrica". The partnership also reduced call abandonment by 75% and increased queries resolved within five hours by 50%.

“ We always knew that by partnering with Ventrica, our customers would be able to benefit from their world-class systems and technology so it's brilliant to see the improvement in key areas in just three months. We have a suite of priorities in the coming months - such as developing Zendesk to help us improve the customer proposition - and remain focused on helping all of our customers throughout 2023 and beyond. ”

- Riccardo Dawson, vice president of software at Alto

For more information, contact Paul Gray: paul.gray@ventrica.co.uk

T: 01702 445 860 | www.ventrica.co.uk | www.linkedin.com

About the CCMA

For 30 years, the CCMA (Call Centre Management Association) has been the longest established contact centre industry body who are dedicated to supporting contact centre leaders across the UK.

Founded on the principles of sharing best practice and networking to improve skills and knowledge, the CCMA is a thriving community that represents leaders from a huge cross-section of the industry.

Membership of the largest contact centre community offers unique opportunities, such as free annual benchmarking of 25+ KPIs, access to become an Accredited Contact Centre with the Contact Centre Standards Framework, free entry into the UK National Contact Centre Awards, free tickets to the UK National Contact Centre Conference, invites to Executive Networking Dinners and Leadership Forums, and other exclusive events for members-only. Members also benefit from discounted training through the UK National Contact Centre Academy, the industry's training partner.

To support the industry further, the CCMA conducts regular original research for download, including the annual Voice of the Contact Centre Consumer research, the Evolution of the Contact Centre tracking the industry's progress and Good Practice Guides on a variety of topics.

For more info, visit: www.ccma.org.uk

About The Knowledge Group

We are a fresh thinking and disruptive sourcing firm, who deliver next generation outsourcing services. We ensure organisations can source and manage their business services quickly, without compromising on quality, with a combination of digital tools, a global marketplace and industry-leading business process outsourcing services.

We buy. We shortlist skilled vendors that suit our clients' needs from an approved supply chain of innovative suppliers.

We build. From creation to design and implementation, we empower teams with the tools and suppliers they need to get the job done.

We operate. From supplier management to operational performance and beyond, we take care of our clients' projects and suppliers in a way that works for them.

Our advisory, assisted and managed services are designed to deliver great outcomes for our customers. With a key focus on transparent and unbiased sourcing processes, we empower organisations to outsource better.

welovetoknow.com

We empower organisations to outsource better.

We're The Knowledge Group (tkg).
We're a fresh thinking and disruptive sourcing firm,
who deliver next generation outsourcing services.



We support organisations to access talent and expertise across the outsourcing and customer experience market through our smart sourcing capabilities and advisory, assisted and managed service solutions - whether that is finding a new a BPO supplier, unlocking innovative technology partnerships or transforming supplier management.

How do we do it?

Through our deep domain knowledge, industry expertise and end-to-end digital procurement platform, we transform the way organisations buy and source services.

Let's source and outsource better together.

**Join
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