

American Teleservices Association  
**2009 Convention & Expo**

October 4-7+New Orleans

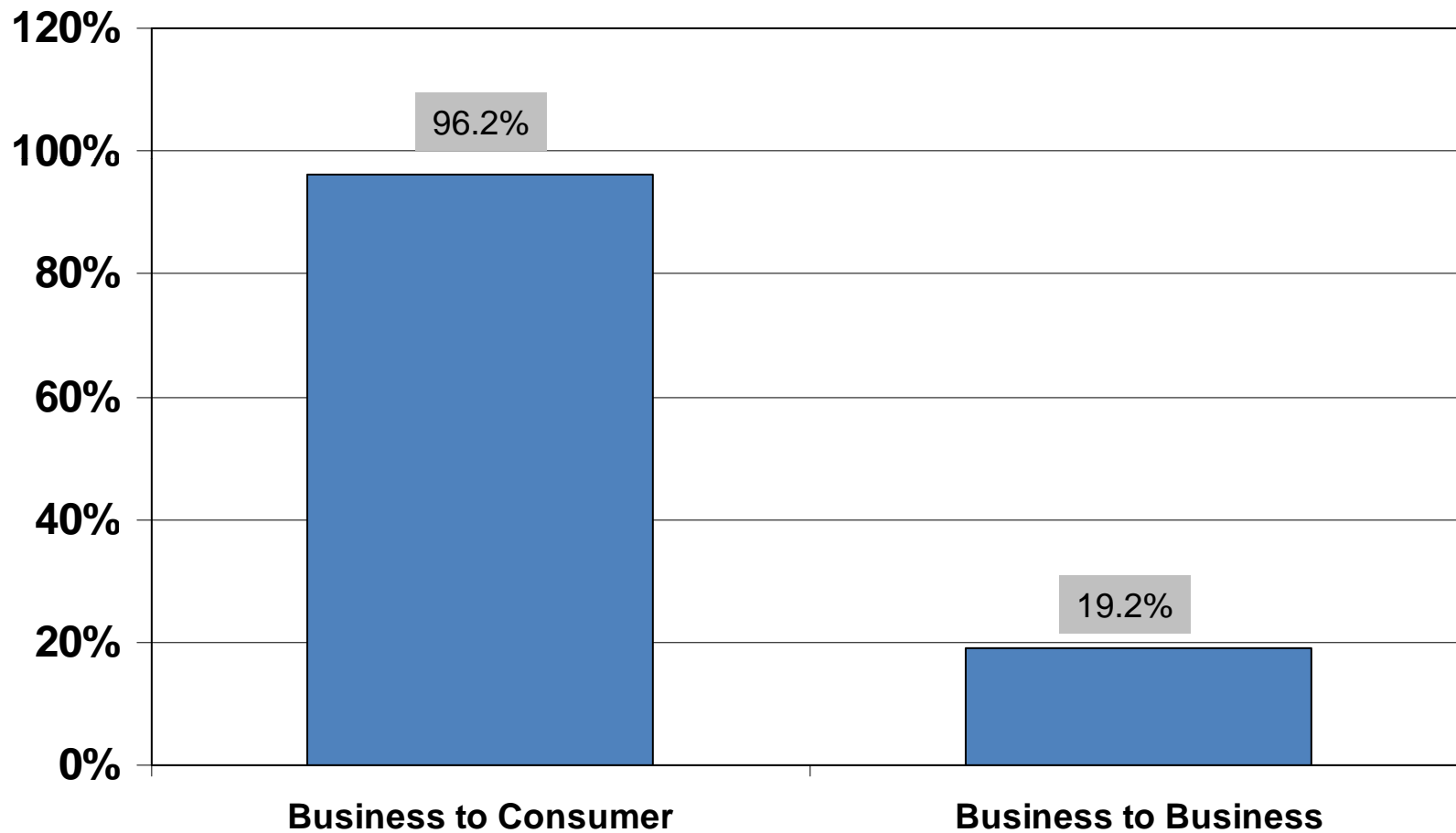
**2009 ATA Survey:  
What Are Clients of  
Outsourcers  
Looking for Now?**



American Teleservices Association

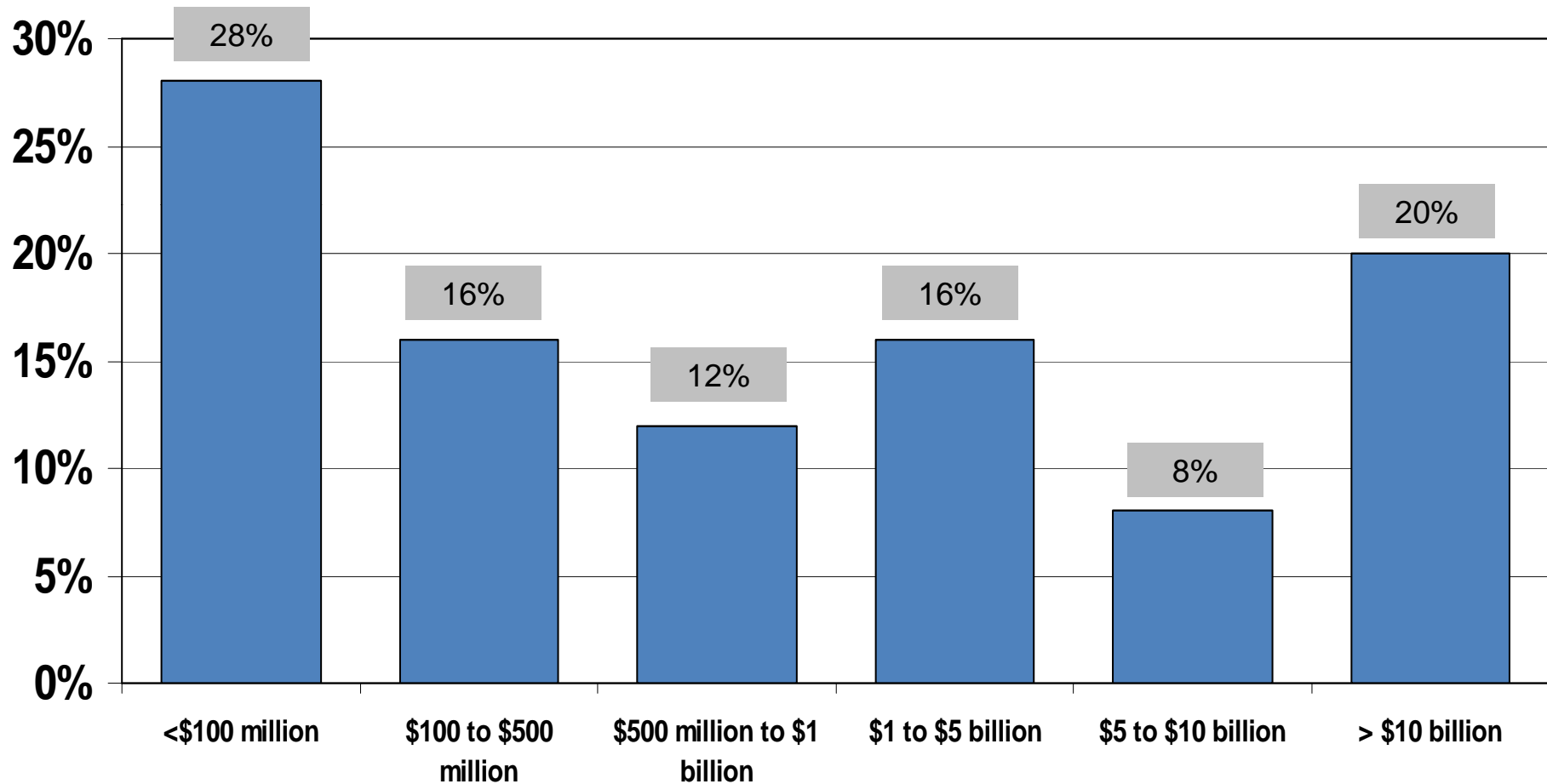


What best describes your company's marketing and sales efforts?



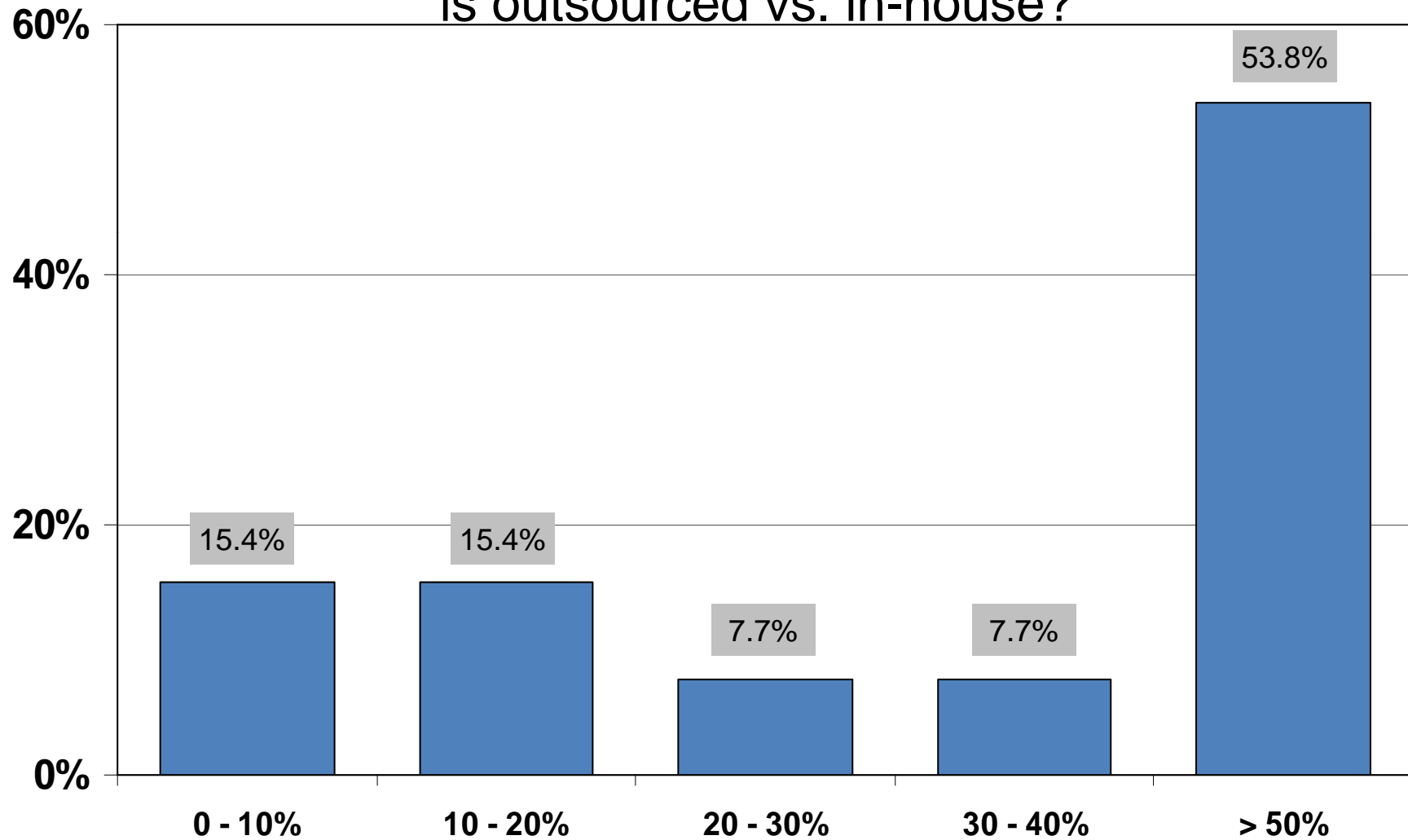


## How large is your company in annual revenues?

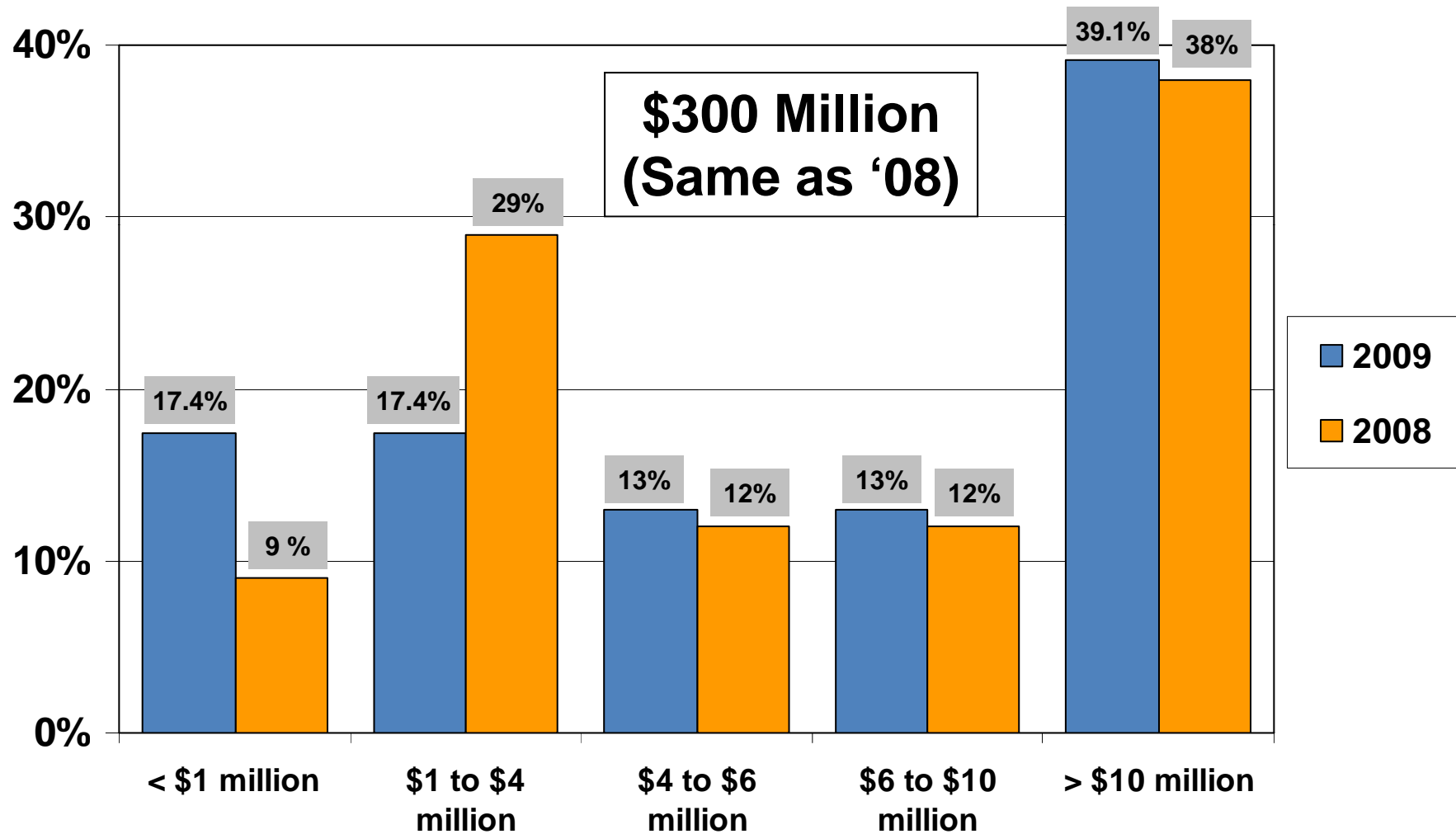




## What percent of your call center traffic is outsourced vs. in-house?

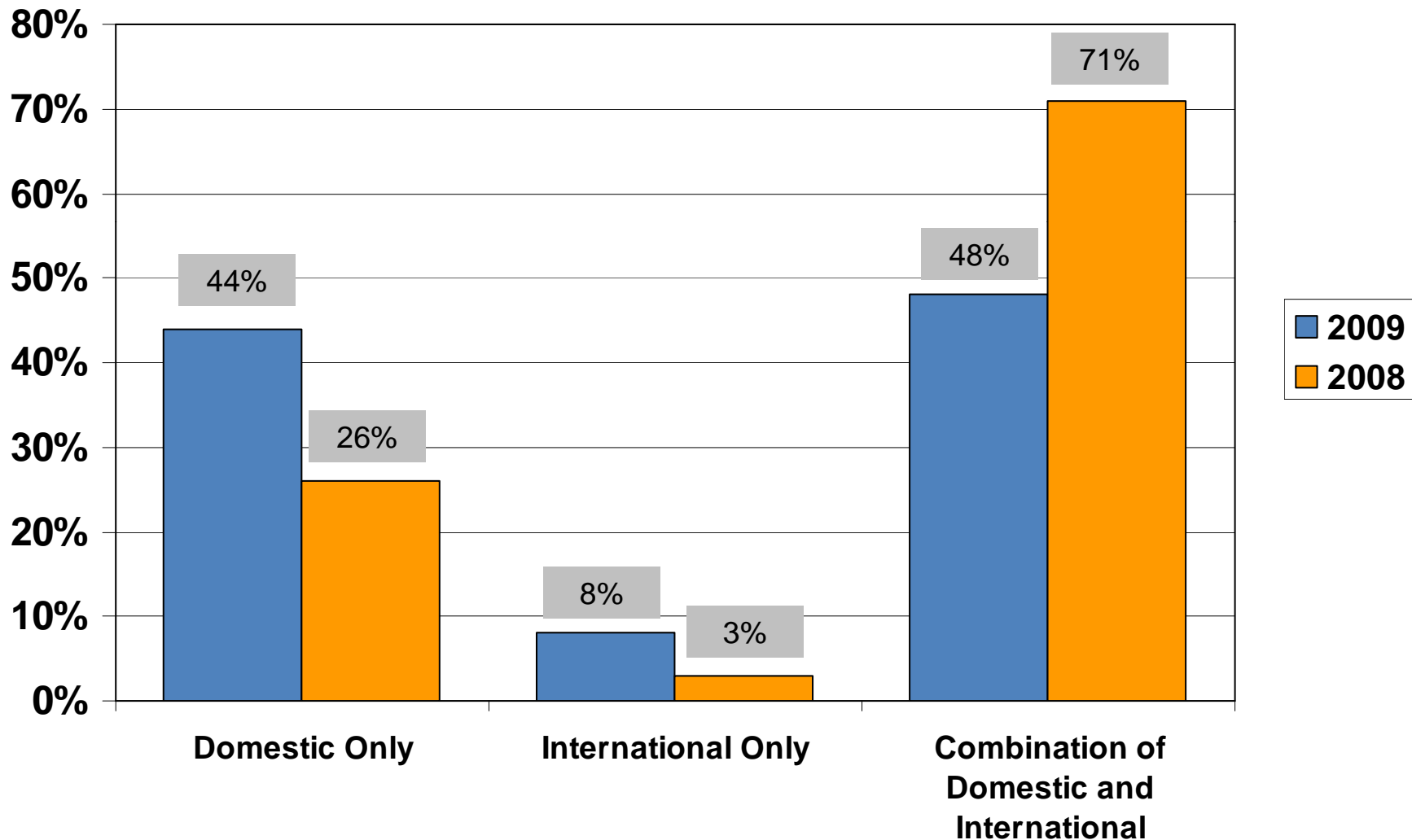


## How much do you spend on outsourced teleservices?



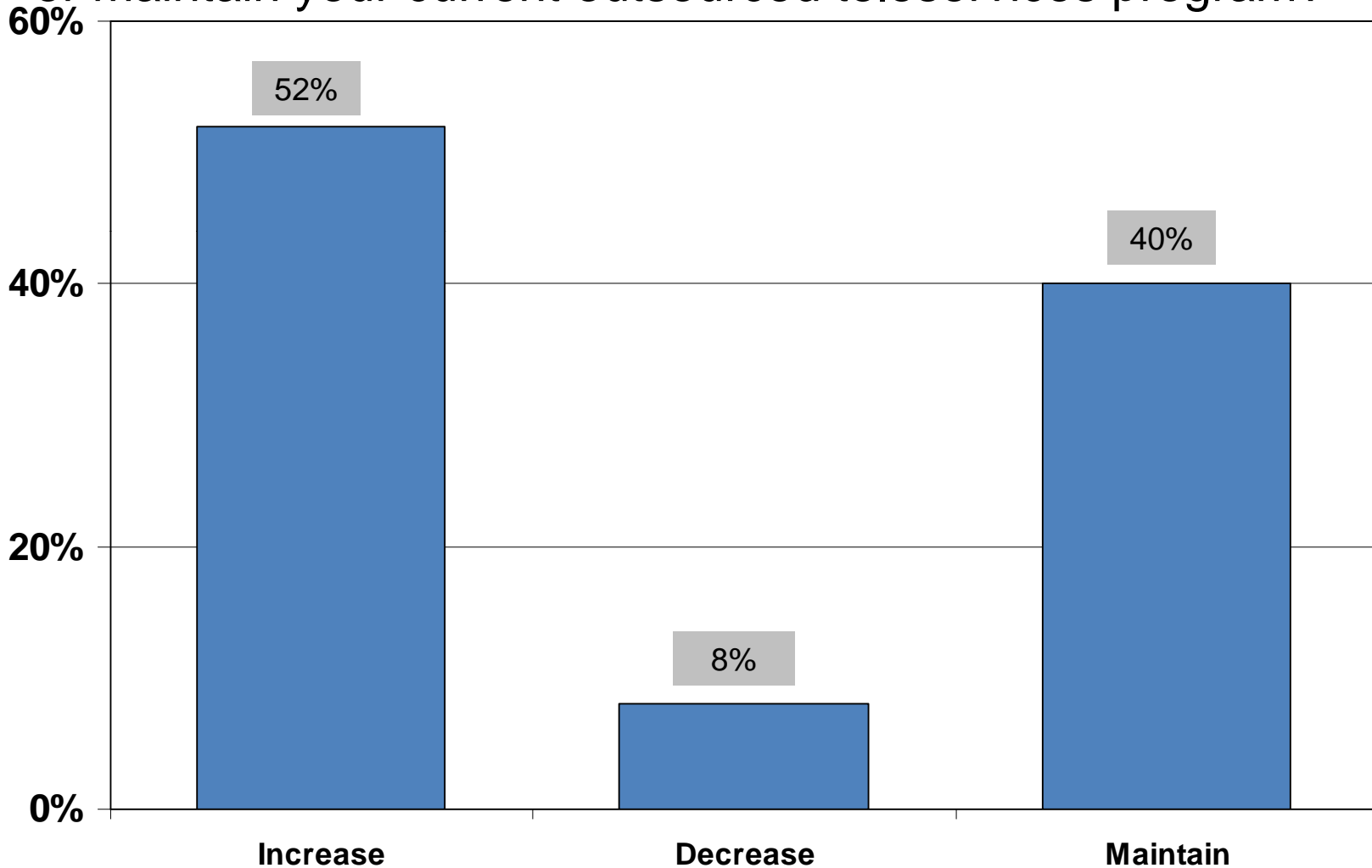


## Where is your teleservices outsourcer based?



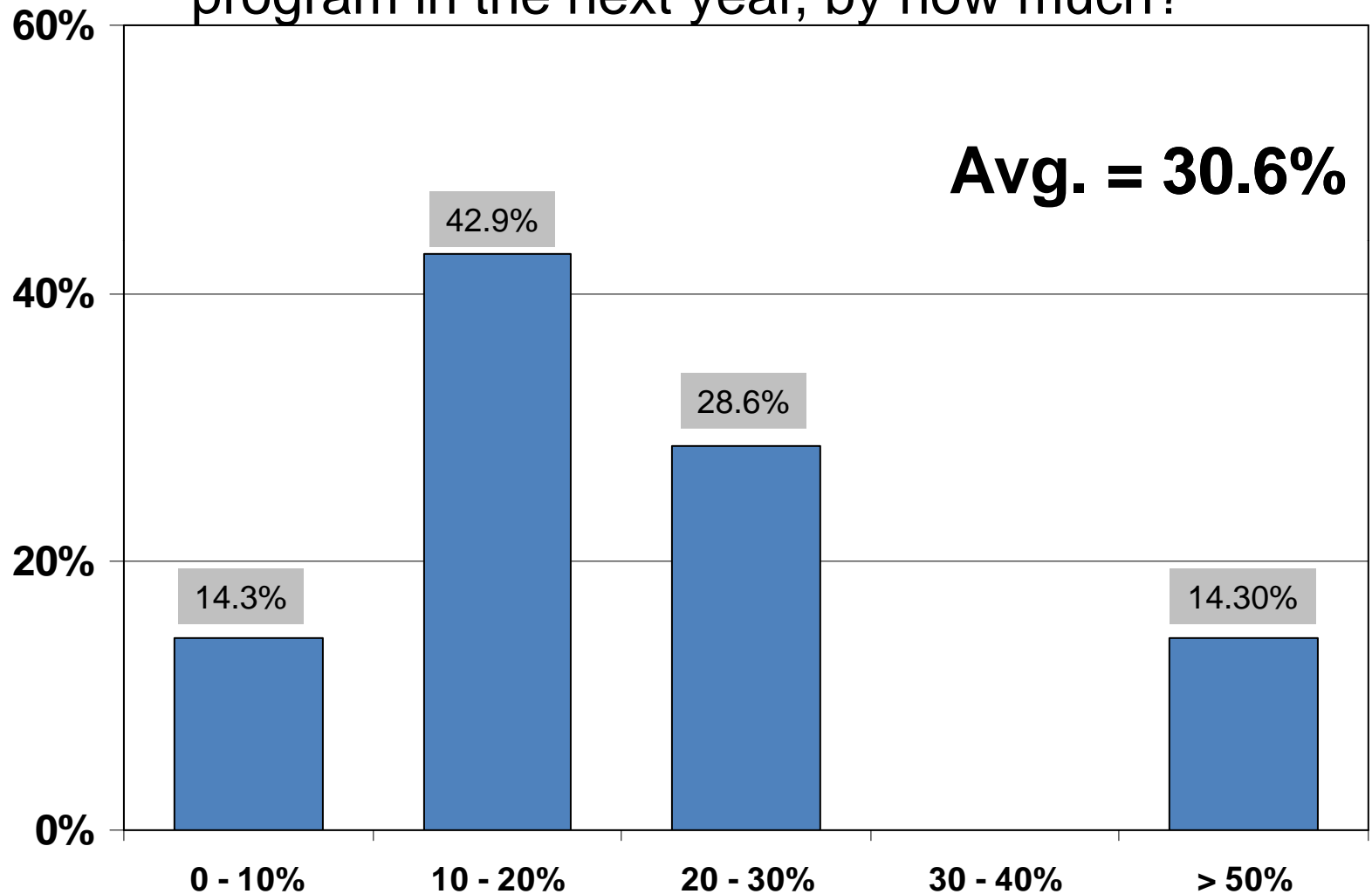


In the next year, do you plan to increase, decrease or maintain your current outsourced teleservices program?

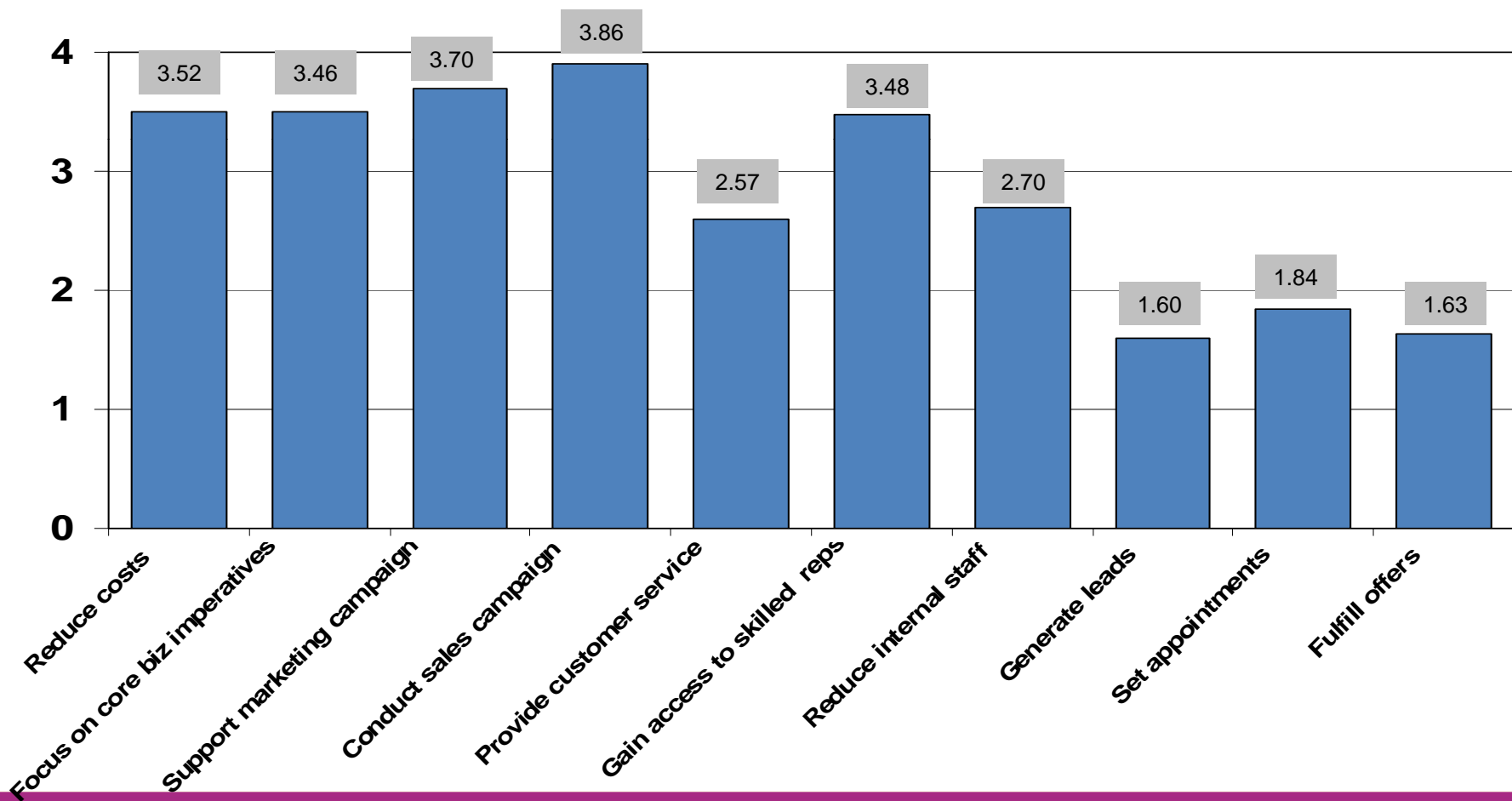




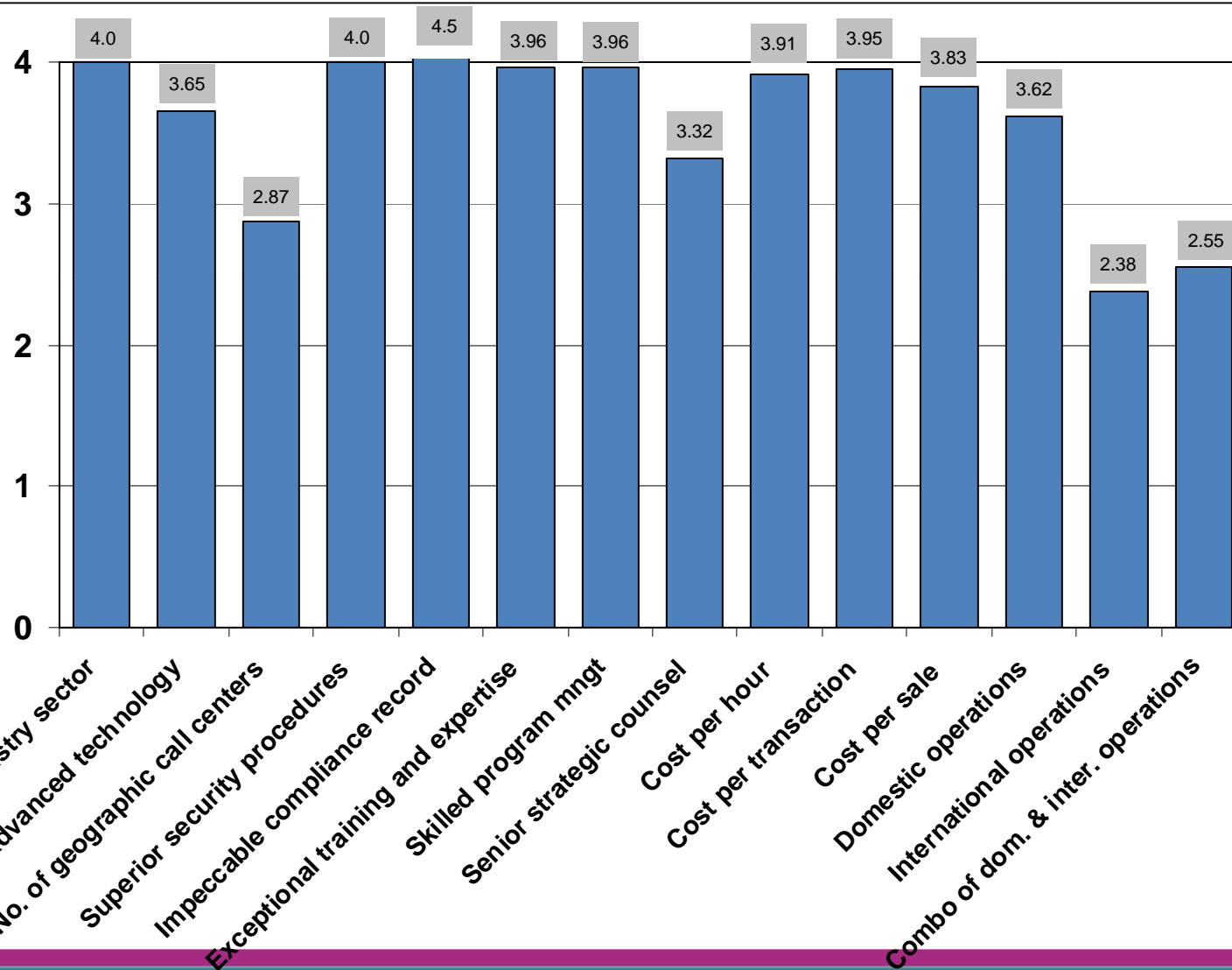
If you plan to increase your outsourced teleservices program in the next year, by how much?



Why does your company choose to outsource teleservices?  
 (5 is “most important” and 1 is “least important”)

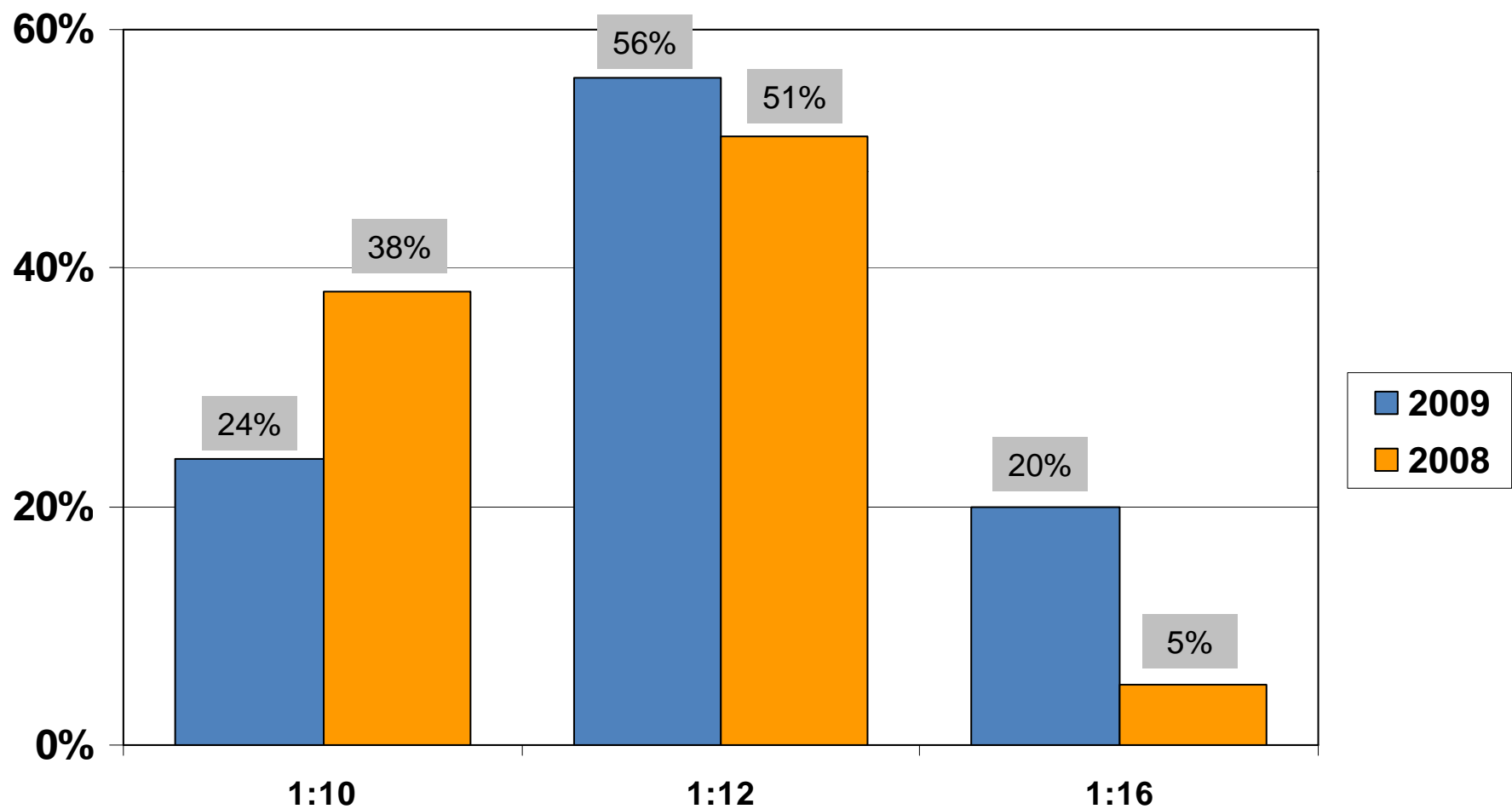


How important are the following in selecting an outsourced teleservices vendor?  
 (5 is "most important" and 1 is "least important")

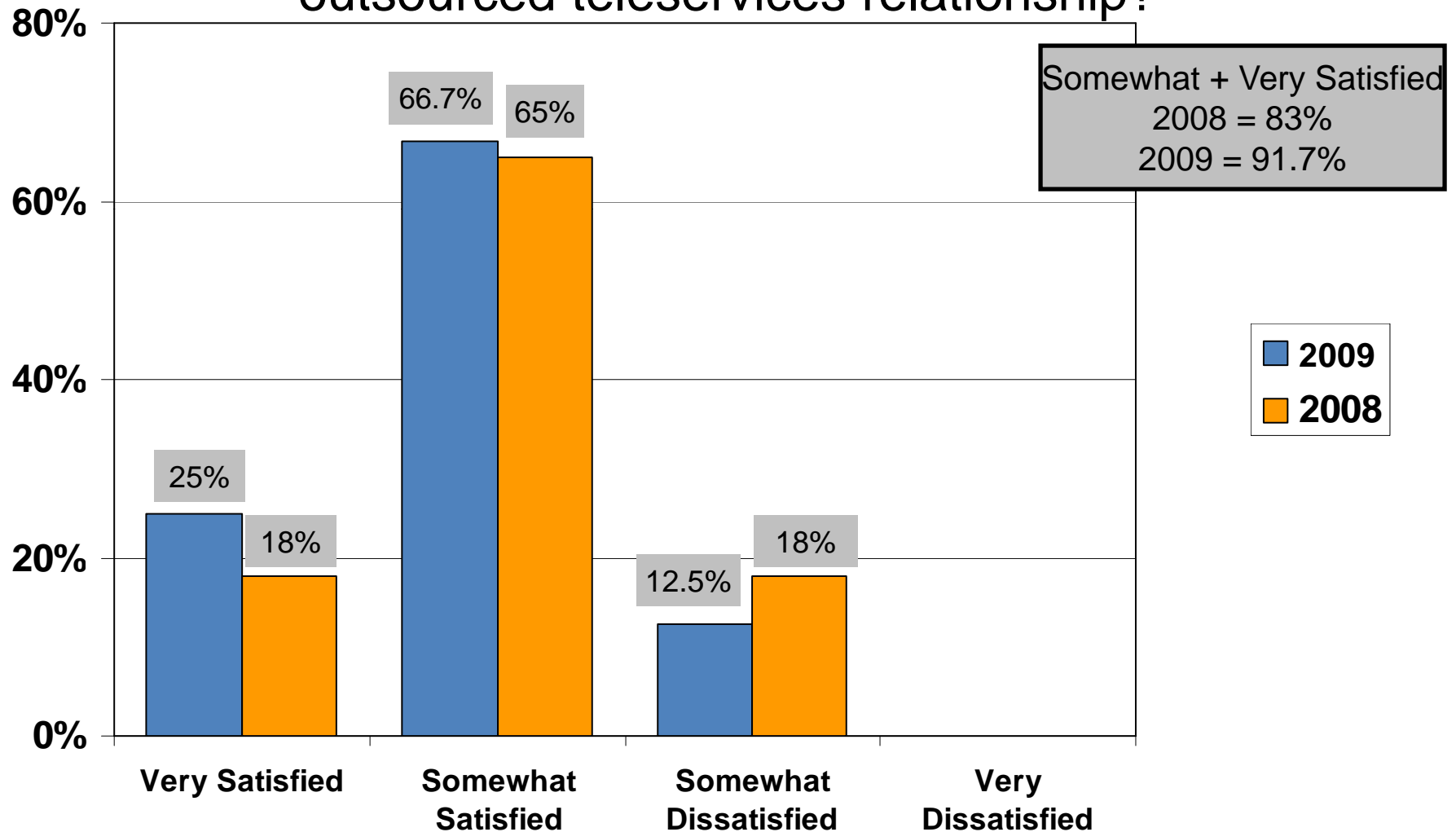




## What in your opinion is the ideal supervisor to representative ratio?

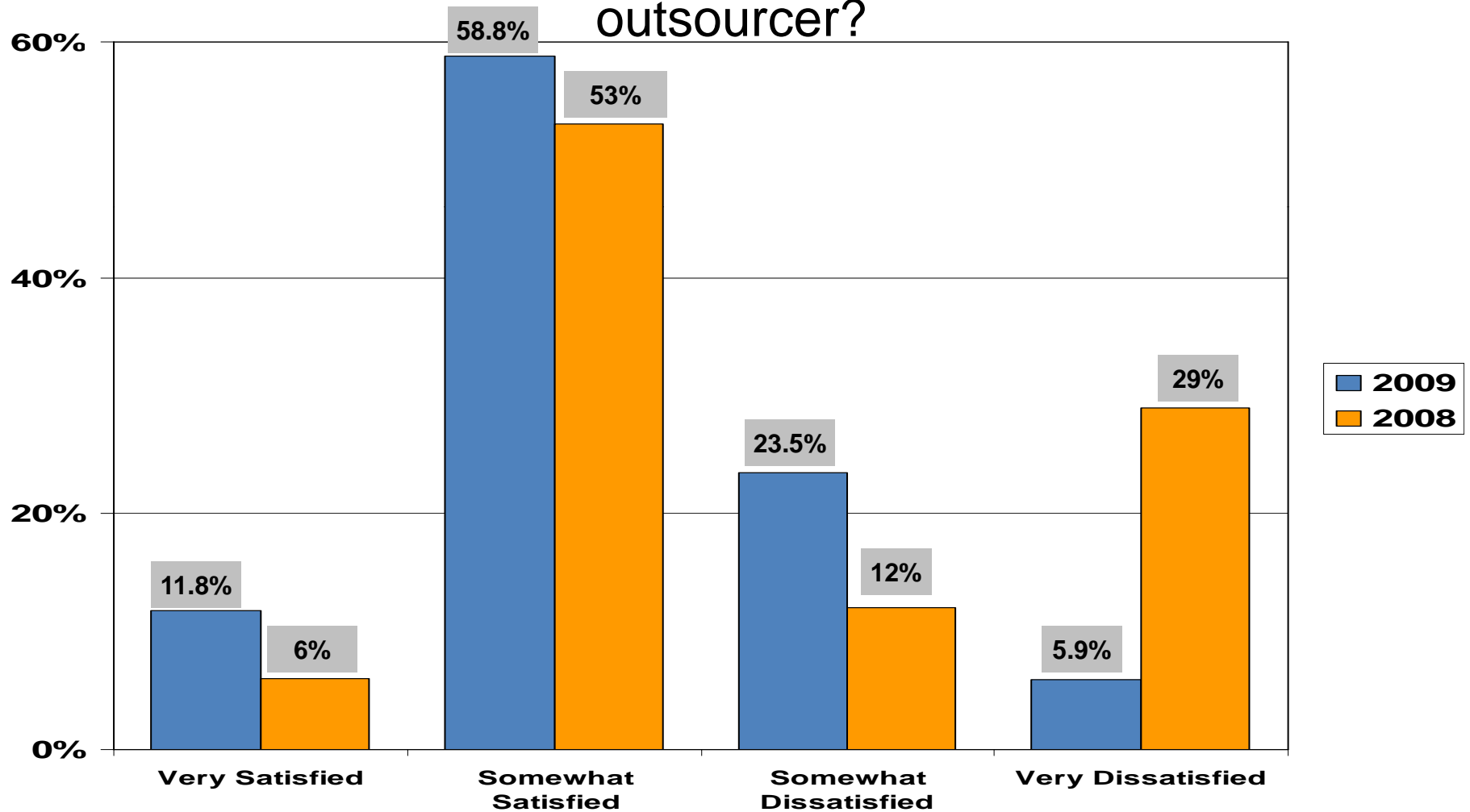


In general, how satisfied are/were you with your most recent outsourced teleservices relationship?

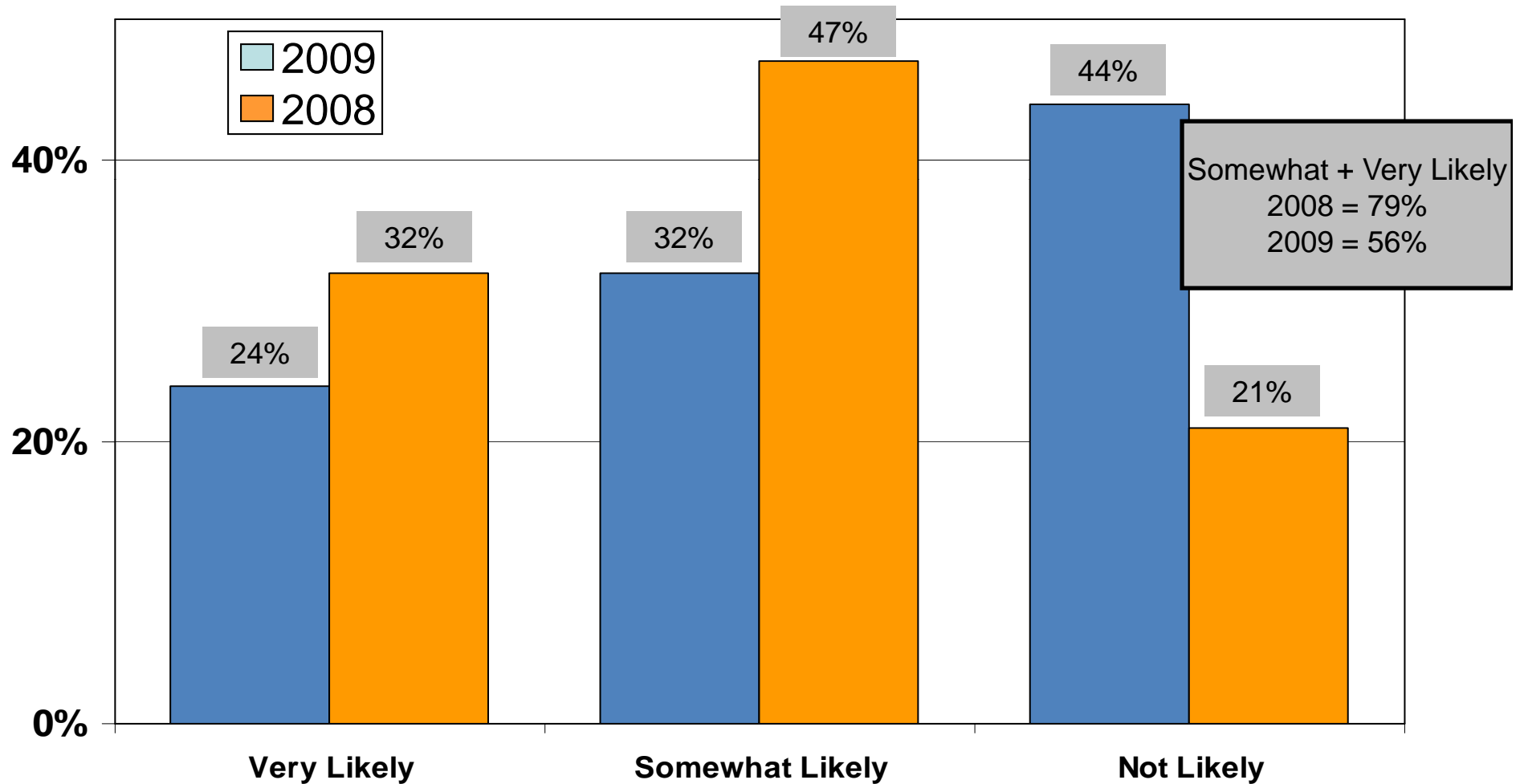




## How satisfied were you with your off-shore teleservices outsourcer?



## How likely are you to change your teleservices outsourcer in the next year?



## Conclusions

- Growing satisfaction with teleservices outsourcers
  - Domestic and international
- Shift towards domestic
- Increased spending on teleservices anticipated next year
- Fewer companies likely to change vendors

## Conclusions

- Key needs
  - Business experience in my industry sector
  - Superior security procedures
  - Exceptional training and experience
  - Skilled program management
  - Impeccable compliance record

## Questions??



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