

ISG Collaboration & Experience Solutions

# Process-level Perspective: Contact Centers

Discover what to outsource  
and what to retain to optimize  
customer experience.



## About this Asset

Research in our ISG Provider Lens™ reports make it clear that customer experience is the nucleus of contact center outsourcing. Contact center businesses are rapidly evolving, especially technologically, and enterprises outsourcing contact center operations are looking for value that goes beyond traditional customer services.

There has been a dramatic shift in the buying/communication patterns of end users, and this change is likely to be irreversible. The use of non-voice channels has increased, and consumers have turned toward digital channels in this social distancing era. Consumers' expectations of an improved customer experience and a seamless shift between channels have increased manifold.

In this asset, ISG provides a process-level perspective into which contact center processes should be outsourced versus retained in-house as well as the processes' complexity, value and strategic purpose.

Learn more about contact center market trends, insights and buying behaviors in our [ISG Provider Lens™ Contact Center - Customer Experience Services report](#).

## About the Author

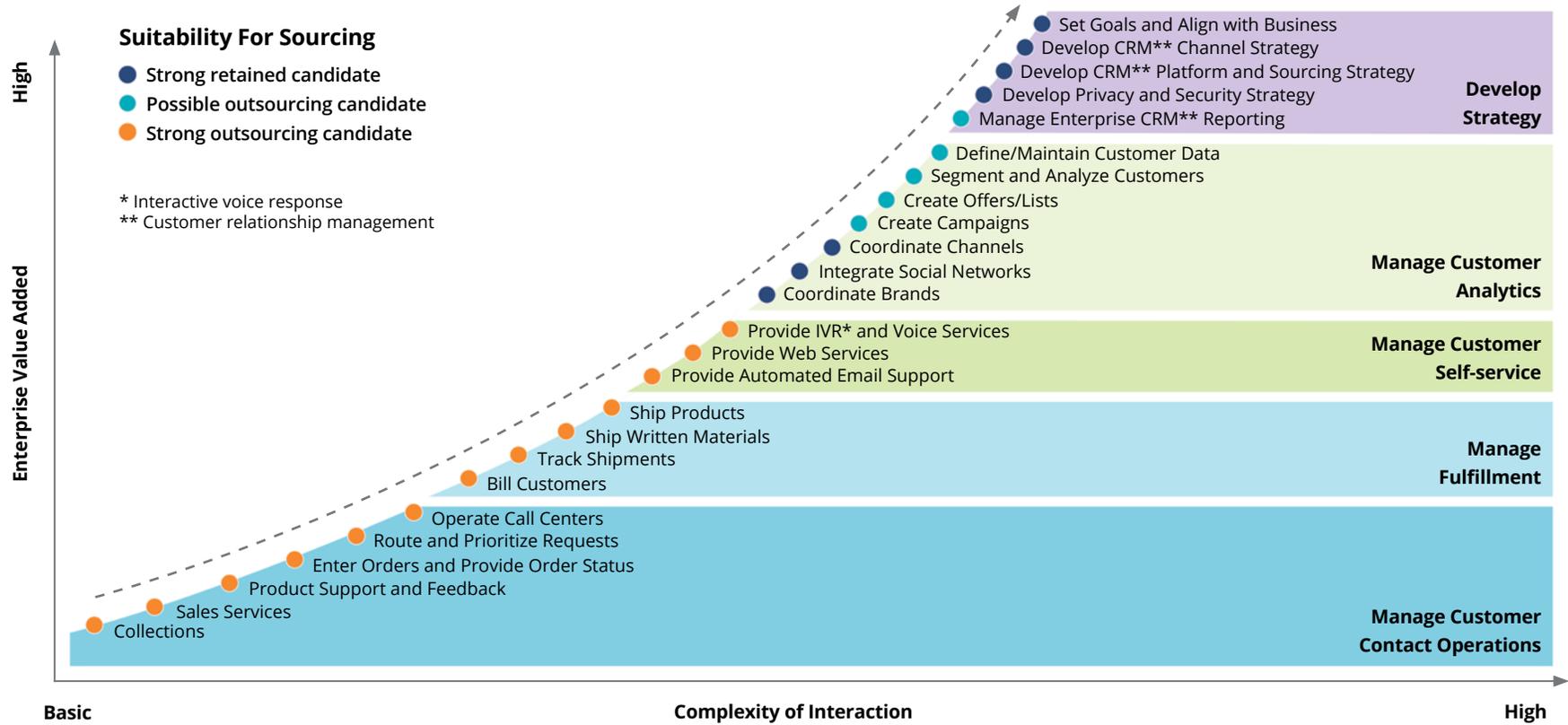


### Jim Kane, ISG Director

Jim has in-depth experience in assessing and managing complex IT Infrastructure engagements focused on helping corporations achieve their business objectives. He offers expertise in strategy assessment and development, statement of work, service level agreements, business-driven RFP development, transactions, contract negotiations and transition planning across IT Infrastructure areas and expertise in IT service management integration. Jim is ITIL V3 Foundation certified and a thought leader on the topic of the digital workplace.



# Process Level Perspective: Contact Center Services



ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit [www.isg-one.com](http://www.isg-one.com).



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