

## Dynamic customer engagement beckons the Customer Contact industry

**Singapore, September 9, 2009** – The customer contact industry in Asia is seeing robust growth by way of new greenfield sites, expansions & upgrades. With about 1.55 million seats in 2008 the contact center industry in Asia Pacific is projected to double to 3.06 million seats by 2016, growing at a CAGR (compound annual growth rate) of 12.4 percent.

The Philippines takes the lead and is by far the largest and fastest growing contact center market in Southeast Asia. Echoing on the expanding customer contact market in the Philippines, *Frost & Sullivan* will host an exclusive summit titled the **Customer Contact Philippines 2009** from **October 7-8, 2009** in Manila.

Based on the theme, 'the people, processes and technologies that deliver customer satisfaction and excellence,' the summit aims to bring together the regional thought leaders to discuss the current issues faced by the contact center industry.

According to Shivanu Shukla, industry manager, of the Asia Pacific ICT practice at Frost & Sullivan the Philippines BPO & Contact Center market has continued to be on the growth track despite the recessionary environment. However, he points that the economic recession has put pressure on margins and pricing for outsourcing services. He further elaborates, "Focus on customer retention & operational excellence has been a top priority for enterprise contact centers in this recession, and as the economy begins to show signs of recovery, contact centers would need to increase their focus on customer acquisition & delivering exceptional customer experience."

Featuring an interactive and up-to-date conference program, the 2-day summit will encompass case studies by leading companies and presentations by the celebrated leaders in the industry. One of the highlight of the summit is the choice of four concurrent track sessions focusing on the key concern areas of a call center, namely, *the people (employees), the customer, business strategy and technology & process*.

Designed to cover new and emerging industry developments, the program will showcase best practices adopted by leading companies in the Asia Pacific contact centre industry.

Other topics of discussion at the summit include transforming customer experience, the next generation virtual contact center, best practices in driving customer satisfaction, leveraging the voice of the customer, customer care in a down economy and selection process for the business process outsourcing (BPO) industry amongst others.

The line up of speakers at the summit include representatives from SAP Labs, Genesyslabs, Brandt International, Business Processing Association of the Philippines, Engagement Matters, NICE Systems, Telecom New Zealand along with senior industry analysts from Frost & Sullivan.

The results of a recently conducted primary research by The Business Processing Quality Council of the Philippines, in coordination with the Business Processing Association of the Philippines (BPAP), will be shared at the summit. The objective of this research was to better understand the adoption rate and future intentions of these organizations, regarding certifications such as ISO 9001, ISO 27001, ISO 20000, BS25999, CMMI, PCMM, eSCM, SAS70, COPC and others.

SAP is the platinum sponsor for the summit, Genesys is the gold sponsor while NICE and Salesforce.com are the conference sponsors. Verint is the supporting sponsor and Interactive Intelligence is the exhibitor sponsor.

The official newspaper partner is Wall Street Journal Asia and PR Newswire is the official newswire. Other media partners include BusinessWorld, ComputerWorld Philippines, Management Systems Asia, PC World and Strategic Path Asia. Business Processing Association of the Philippines (BPA/P) and BPO Services Association Unlimited (BSA/U) are the supporting associations for the summit.

For more information on the summit or registration details visit [www.frost-ccph.com](http://www.frost-ccph.com)

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