



GSA Selects Contact Center Providers

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In This Executive Summary

This summary is an excerpt of a research document published by Government Insights, "[GSA Selects Contact Center Providers Identified as Leaders by IDC](#)" (June 2008, # GI212934) which reviews the recent General Services Administration (GSA) USA Contact, an indefinite delivery, indefinite quantity (IDIQ) contact center contract, that summarizes the strengths of the nine prequalified contact center companies, and identifies those featured in IDC's Contact Center Leadership Grid.

Government Insights Viewpoint

Agencies that are facing increased spending oversight and evaluation of IT investments will benefit from the USA Contact program as many of the GSA prequalified vendors are also recognized by IDC as leaders in customer care. IDC's independent ranking of contact center vendors, based on fact-based research and analysis, together with Government Insights' profiling vendor best practices based on government-centric criteria, enable federal agencies that use USA Contact to better select and implement solutions with higher confidence of success of meeting mission critical initiatives. GSA has streamlined and simplified this process for agencies, and provided efficient means for agencies to obtain proven state-of-the-art citizen support. Through these nine vendors, processes can be automated, eligibility for services checked immediately, local office support costs lowered through centralized and virtual customer support centers, first call resolutions increased, average costs per call reduced, multilingual support provided, and citizen satisfaction improved, all without capital investments in technology.

Market Overview

Government is one of the fastest growth verticals in the customer care interaction services market, growing at a compound annual growth rate (CAGR) of 14.4% from 2006 through 2011. Some of this government spending will be through the GSA USA Contact, which assists federal agencies in selecting qualified contact center vendors for general program support as well as emergency and crisis situations. This contract vehicle focuses specifically on contact center management services that allow federal agencies to quickly issue task orders without going through the standard agency procurement process.

Through the GSA USA Contact, which is an IDIQ multiple award contract, federal agencies can choose from among nine prequalified contact center companies for their ongoing, or emergency inbound and outbound contact center needs. Pricing can be either firm, fixed, or time and materials, and there is no service charge from GSA to agencies that want to participate in this program and have the prequalified vendors bid on and perform their work. The GSA USA Contact is worth \$2.5 billion and extends for the next 10 years (with an additional three-year extension available). GSA's vendor requirements for USA Contact are stringent. To be considered, vendors need at least two years' general experience in providing information and referral services with annual work volumes of no less than 1,000,000 telephone inquiries and 75,000 email inquiries; at least one year of specialized experience in providing information services in a multimedia environment, including the use of phone, fax, email and Web-based media; at least two years of experience providing information services in a multilanguage environment; and at least two years of specialized experience in handling case management in an information and referral service environment. The nine contact center providers that qualify for the GSA USA Contact IDIQ, and may compete for task orders under this \$2.5 billion contract are listed in the following table.

Convergys	CSC-Datatrak
EDS	ICT Group
L3 Communication	Lockheed Martin Aspen Systems
TechTeam Government Solutions	Vangent
TeleTech Government Solutions LLC	

Two of the nine selected (Convergys and TeleTech Government Solutions) are also on the IDC top 5 list of worldwide outsourcers in "Worldwide Contact Center Services 2008 Vendor Profiles: Customer Care in Volatile Times", (IDC #210949, March 2008). This Perspective benchmarks 36 center providers that are solid examples of worldwide leadership and innovation, considering factors such as revenue, thought leadership, and potential in the contact center services market. Convergys, TeleTech Government Solutions, EDS, and ICT Group are in the leadership grid. The ability of the customer care provider to support agents working from home is seen as a key advantage in attracting and retaining professional and dependable agents, particularly with rising commute costs. Convergys and TeleTech are two providers that are leveraging the work-at-home agent. CSC-Datatrak is included in IDC's "rest of the best" from this same study.

The GSA USA Contact is built on a proven agency track record, and is an enhanced and more flexible program than GSA's FirstContact, which successfully awarded 15 task orders for such agencies as Veterans' Affairs, State, FEMA, Health and Human Services, and GSA. Five of the nine prequalified vendors, Convergys, CSC, EDS, L3 Microdyne and TeleTech, have, or are seeking COPC certification. This certification provides global standards based on industry recognized frameworks, disciplined management processes, and best practices. All nine have government customer service experience, and five of the nine are incumbents having successful experience in GSA's FirstContact (CSC-Datatrak, ICT Group, Lockheed Martin Aspen Systems, TeleTech Government Solutions, and Vangent).

In Summary

Benefits to agencies are numerous, and the GSA USA Contact should be seriously considered for agency contact center work, not only to benefit agencies through timely and cost-effective proposal processes and delivery of services, but also to speed the delivery of services to citizens, ultimately maximizing taxpayer dollars. For additional information, please contact Adelaide at aobrien@government-insights.com.

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- U.S. Government Performance Management (GI211086, March 2008)
- Competitive Sourcing in the Federal Government (GI210299, February 2008)
- Strategic IT Sourcing in the U.S. Government Sector (GI207584, July 2007)

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