

Methodology

The purpose of this document is to outline the methodology used in the 2010 Black Book of Outsourcing Survey

Survey tool

The survey is conducted online and comprises questions regarding:

- Personal details
- Firmographic details
- Nature of relationship with outsourcer
- Details of services provided by the outsourcer
- Rating of satisfaction across nine criteria (see below)
- Importance of criteria investigated

Satisfaction criteria

The criteria chosen for the survey were arrived at based on an analysis by Datamonitor of propositions offered to clients by providers of outsourced services.

Criteria were selected that comply with the following factors:

- Relevance to customer satisfaction
- Commonly proposed as capabilities of outsourced service providers
- Answerable by respondents with differing relationships with the outsourced service provider

Based on this analysis, the criteria chosen for investigation in the survey are:

- Requirements awareness
- Shared goals
- Financial benefits
- Risk mitigation
- Partnership approach
- Problem resolution
- Corporate reputation
- Skills and resources
- Future orientation

Questionnaire design

Compliant with Datamonitor primary research standards, a Likert-type scale is used to measure responses to questions related to the nine satisfaction criteria. This scale offers six options in response to single-purpose questions:

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Neither agree nor disagree
- Don't know

The use of five 'informed' response options in addition to a *don't know* option avoids placing respondents in a position where they are forced to provide an answer regardless of their experience. This allows respondents to accurately record their satisfaction with the factors under consideration.

Most questions are compulsory and opportunities are provided to record unscripted comments related to each of the criteria investigated.

Survey population

The survey seeks responses from people with experience of identified services provided by an identified outsourced service provider. Employees of outsourced service providers are excluded from participation.

The survey is open to respondents located anywhere in the world, working in any industry.

Invitations to participate are emailed to previous respondents and relevant contacts gathered by Datamonitor. The existence of the survey is promoted on Datamonitor Group websites, in relevant media and through relevant industry bodies.

Subsequent analysis

During analysis of the resulting survey data, preserving the purity of the feedback as provided by respondents is prioritised. Interpretation of the data is clearly distinguished from the data itself. At all times, the primacy of respondents' feedback is respected over and above its interpretation.