



Welcome to the April 2012 Newsletter from Contact Centre Action

Welcome to another quarterly newsletter from Contact Centre Action.

This edition we cover Smart Phone Applications in the industry and have a special **BONUS OFFER** for our readers!

Information includes a need for a Contact Centre Premises in Melbourne and details of upcoming CCMA events.

Contact Centres Are Thriving

In Australia, we have been fairly well insulated against the Global Financial Crisis. Yes, there have been some challenges, but all in all we haven't been impacted anywhere near as much as other parts of the world. Everyone is still watching Europe and the USA nervously, waiting to see what happens – will they recover fully or will there be another Global financial Crisis?

The current unemployment rate in Australia has just been announced as 5.8% an increase from the long standing 5%, which is still very low by any standards. There is some variation from state to state, but by and large we are in a pretty good position as far as jobs are concerned.

However, here in Victoria, we have recently seen a few large businesses close down, and others have received incentives to continue to operate. This has caused the loss of some hundreds of jobs which has produced excellent copy for our local media, who appear to relish in reporting job losses and the resulting detrimental affect on our economy.

My heartfelt sympathy goes out to those affected by job losses – it is an absolute tragedy that will touch almost all of us at one time or another. When I joined the workforce back in the last century, many people had jobs for life. That is no longer the case, with most people changing jobs on multiple occasions throughout their career.

There is a good news story in all this – but as you will never see it reported in the daily media, you will have to rely on us for your news!

Contact centres are thriving in Australia

In our experience over the last 6 months or so:

- Contact centres are employing more staff – at all levels, not just front line staff.
- There is a shortage of good, experienced staff but companies are still being selective in their recruitment.
- Vendors are employing – particularly in Sales and Account Management.
- Companies are spending on infrastructure, replacing their old phone systems, adding functionality, moving to hosted solutions or making use of the features offered by IP telephony.

- There are a number of industry verticals that remain virtually untouched

So, along with providing excellent customer service, the contact centre industry is now positively contributing to the Australian economy. I have always been proud of our industry and the people that work in it. With a bit more Government recognition we can provide a viable career for many Australians, and contribute even more to the Australian economy overall.

Just once I would like to see the press highlight our efforts and publish a positive news story about the contact centre industry.

Forward your good news stories and we will publish them on our website and send them to our various media sources

Smartphone Applications

Call your contact centre telephony provider and ask them about the smartphone applications they have to support your business. Or call us TODAY and we will can help you out.

Over the past six months we have helped many clients who have engaged us to help them choose a technology vendor to replace their current telephony system. This has given us the opportunity to see the new offerings from a variety of vendors, and it is absolutely amazing how smartphone applications have advanced recently.

The use of smartphones WILL have a significant impact on how you operate your contact centre today, and the services you offer to your customers.

Market leaders in the adoption of this technology will have a significant competitive advantage, so at least make the phone call and find out what is available to enhance your customer service.

Hot Jobs and Hot People

Contact Centre Action provides all levels of recruitment services, including permanent, temporary and contract placements on a full time or part time basis. Specialising in contact centres, we are able to undertake high-volume recruitment, specialist roles, executive placements and source candidates for roles in companies operating in, or supporting the contact centre industry.

If you are looking for a new role in the contact centre industry, please send your CV to info@ccaction.com.au your enquiry will remain confidential and assist with your next career move.

Bonus Offer For Our Readers

OK, here is a really special offer that is open to our readers.

Earlier this year I was invited to be a guest judge for the Contact Centre World Awards, which I accepted as judging contact centres is a fantastic learning opportunity – particularly internationally.

As thanks for being a judge, Contact Centre World is offering ONE of our readers a FREE TICKET to one of the Contact Centre World events this year. These are great events where you get to learn from other contact centres in Australia and overseas, and network with international guests in a vendor-free environment.

To take advantage of this unique offer:

1. Check the agenda at www.contactcenterworld.com/conferences

2. Visit the Contact Centre World Linked in group page at http://www.linkedin.com/groups?gid=2118411&trk=hb_side_g or by searching for Contact Center World and post a message with your preferred event from the ones showing, and which three (3) presentations you would really like to see and why.

To be eligible You MUST mention me (Steve Pels or Contact Centre Action) as the source of the offer.

ONE entry will be picked at random by Contact Centre World staff from all replies received.

3. Judges, finalists or anyone who has already booked is not eligible to enter.
4. The offer only covers a ticket to the event. Flights, accommodation, meals and other expenses are not covered and will be the responsibility of the winner.
5. The offer is being made by Contact Centre World, the selection will be final, and Contact Centre Action will not enter into any correspondence.

As a special bonus to everyone who posts info, Contact Centre World will provide \$100 off the lowest price of a conference should you choose to attend the event.

Closing date for this offer is May 31st 2012.

Contact Centre Wanted!

We have a client who is wishing to relocate an existing contact centre and is looking for suitable premises in the inner North and West of Melbourne (ideally within about 7KM of the city).

The premises need to be about 700 sqm, be close to public transport and have adequate parking. Fitted or unfitted would be considered.

If you are aware of a suitable location, please email info@craction.com.au with the details.

Upcoming CCMA Events

The CCMA is holding events in Melbourne, Sydney, Brisbane and Perth during May.

02 May 2012 [Sydney Networking Forum: Vocal Authenticity and Insightful Listening with Tim Noonan, MD, Vocal Branding Australia](#)

04 May 2012 [Melbourne Networking Forum: Ian Aitchison CEO, COPC Asia Pacific Inc](#)

17 May 2012 [Perth Networking Forum: That is not service...THIS IS SERVICE! The power of adaptability with Michael Ossipoff, Director Capability and Innovation, Telstra](#)

31 May 2012 [Gold Coast Networking Forum: Richard Pascoe, Gold Coast City Council, Commonwealth Games 2018](#)

Full details are available on the CCMA web site – www.ccma.asn.au/Hosted_Events

Events are filling and Bookings close soon, so don't miss out. Book now at www.ccma.asn.au/Hosted_Events

Also – mark the following events in your diaries NOW – more details will be available on the CCMA web site.

- 04 Jul 2012 Perth Networking Evening (believe me – don't miss this one...)
- 20 Jul 2012 Melbourne Networking Lunch
- 02 Aug 2012 Brisbane Networking Evening
- 19 Sep 2012 Perth Networking Evening

05 Oct 2012 Melbourne Networking Lunch
15 Nov 2012 Brisbane Networking Evening (The Great Debate)
21 Nov 2012 Perth Christmas Event – Evening
07 Dec 2012 Melbourne Christmas Lunch
More events will be added as they are confirmed

Thank you for your support and interest in our Newsletter

Please pass this newsletter on to anyone else who may be interested.

Do you know someone who would like to be added to our mailing list? Please email their details to info@ccaction.com.au.

In the unlikely event that you wish to unsubscribe, reply with Unsubscribe in the subject line.

Until next time....

Steve Pels



@ccaction



<http://www.linkedin.com/company/contact-centre-action>

