

Contact Centre Action Newsletter – August 2004

Welcome to the second Contact Centre Action Newsletter!

A new web site has commenced operation, providing employment services for recruiters and candidates specifically in the contact centre arena - www.c3job.com.au.

C3Job's objective is to establish itself as a one-stop destination for call centre employers and candidates. Their mission is to offer the best job search experience for call centre professionals - an efficient way to find adequate staff for recruiters through a specialist medium. Unlike generalist job boards, they do not target "high-traffic, high-volume" applications; their objective is to provide quality over quantity while still adapting to the audience's needs.

The next CCMA Professional Development Forum will be held on Thursday 26th August at Quay West Suites, Southbank. I will be facilitating the session & the subject for the morning is 'Attrition'. Please consider joining us & hopefully you will come away with some ideas on how to reduce attrition in your call centre - but be quick as it is almost booked out. A hot breakfast will be served. For more information, see the attached newsletter.

Attached is an article I wrote entitled "Is Your Call Centre Ready To Become A Contact Centre?" that was recently published in the Telcall Annual Sourcebook 2004. It explores the staff and customer aspects of moving from a voice-only call centre to a multi-media contact centre. I hope you find it of interest.

I will be updating the web site over the next couple of weeks with the attached article (sorry, I am a bit slow this month) & will also be including a page for links to other web sites which may be of interest, so keep your eye out for that one.

Lastly, if you know of anyone else who would like to be added to our distribution list, please ask them to email their details to spels@ccaction.com.au.

Until next time....

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