

Welcome to the December 2009 Newsletter from Contact Centre Action

This month we briefly review 2009.

The Year In Review

Well – what a year it was! Starting off with forecasts of doom and gloom, Australia was very fortunate to escape the severe economic turn-around that was experienced overseas. That isn't to say that we missed out altogether – we were certainly impacted in a significant way, but in the contact centre industry it certainly wasn't across the board.

Our friendly technology vendors did it tough – spending on technology was significantly down for most of the year. However, all the indications at the moment are that the expenditure that didn't happen this year will most likely happen next year – plus more! We are working on a number of technology projects at the moment, and are aware of quite a few others that are coming up soon.

As usual, contact centre managers are being asked to do more with less, and all are under significant budget pressures. In spite of this, according to callcentres.net the industry as a whole actually grew by around 7% for the year – a remarkable result compared to the economy as a whole.

We are really excited about the outlook for next year. It is looking like a very busy year for the industry overall, which will be good for all of us. Now all we need is for the press to recognise all the hard working, highly skilled contact centre staff for the terrific job they actually do.

Christmas Message

All of us at Contact Centre Action would like to take this opportunity to wish our clients and all our industry colleagues a very Merry Christmas and a Happy New Year.

We hope that you have the opportunity to take some time away from work and recharge your batteries ready for 2010 – it will be busy!

Thank you for your support during 2009. Enjoy your time with family and friends and travel safe!

Office Closure

CCA will close office Wednesday 23rd December 2009 and will re-open on Monday 4th January 2010.

Upcoming CCMA Events

The first CCMA event 2010 will be held in Melbourne at The Arts Centre on Friday February 26th.
The guest speaker is Ramon Gregory, Head of Consumer Sales and Service for Telstra.

Bookings will open in the next few days.

Events will also be held in Brisbane, Sydney and Perth during February and March.

Full details will be on the **new CCMA website** www.ccma.asn.au, so keep an eye out and book early.



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