

# Contact Centre Action Newsletter

## Welcome to another Contact Centre Action Newsletter!

I hope everyone was able to take a break over the festive season, and have returned refreshed and ready for another busy year.

It is interesting how trends seem to change in the contact centre industry - anyone who could successfully predict them could become very wealthy. Over the last couple of years there has been considerable interest in call recording. There is still activity in that area, with companies who purchased recording solutions for compliance reasons now looking at the benefits of quality monitoring and performance management. This is a logical step because this is where you can get significant improvements in customer service and cost reductions.

Lately there has been a lot of activity in the Government sector. It is not likely to be a consequence of the election as the interest is coming from State Governments as well as the Commonwealth Government. Activity in many areas - technology and operational.

Another sector that seems particularly buoyant is outsourcing. We have spoken to a number of organisations recently regarding outsourcing and how to make it successful. Other feedback indicates the outsourcing companies themselves are particularly busy.

At last.... we are seeing speech recognition starting to take off. After moving very slowly for the last seven or eight years, interest is starting to develop - people are starting to realise that the technology does work, and can provide more benefits and much more functionality than a DTMF IVR. There have been some significant deployments recently, or about to happen - particularly in the entertainment, logistics and government sectors - both hosted and on-premise deployments. I expect we will see many more announcements in this area over the next few years. There are a number of special interest groups or specialist organisations in Australia to support this technology now, including the Voice Leadership Group, AVIOS and the Biometrics Institute. We are also gearing up in this area as we are anticipating a significant skills shortage in this area over the next few years.

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## Improve Your Sales.

If you have a sales force, whether they are in a telemarketing environment or out on the road, selling to consumers or other businesses, I have a colleague I think you may do well to invest 30mins with at some stage. His name is Glenn Guilfoyle and he runs a sales engineering consultancy called The Next Level. I have attached couple of their capability papers, and their web address is worth a look.....[www.nextlevelenterprises.biz](http://www.nextlevelenterprises.biz). Please feel free to contact Glenn directly at [gg@nextlevelenterprises.biz](mailto:gg@nextlevelenterprises.biz) or on 0418 519 755.

I have worked with Glenn and his company, and I can personally vouch for the quality of their work. Please feel free to call Glenn for an introductory, no obligation meeting, so that you can form your own assessment about the potential merit of their service to your current sales and service objectives.

Glenn can be contacted directly through his web site, or I can arrange an introduction for you if that is easier.

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## **Jobs Board.**

It was not our intention to turn this newsletter into a job board, but it is surprising how many times we get asked to assist - both candidates and employers. Below are some opportunities and candidates that may be of interest.

1. Senior Voice Project Manager seeking short to medium contract. Available immediately.
2. Voice technology company in South Melbourne seeking Microsoft-skilled person to provide technical support to their clients.
3. Cutting-edge technology company based in the eastern suburbs of Melbourne is seeking a developer for web services integration. Would need experience in integration but the technology platform is unique and will be taught.
4. Executive Assistant required - 8 to 10 hours per week with scope for increase. Role includes office administration, web site updates, event organisation etc. Needs to be a self-starter, able to take initiative and able to work without supervision.

If you would like more details on any of the above, please contact me in the first instance - 0414 593 819.

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## **CCMA Activities.**

Check out [www.ccma.asn.au](http://www.ccma.asn.au) for upcoming events. These events include the first Melbourne lunch for the year on the 29th February at Zinc at Federation Square, Government Contact Centres 2008 in Sydney on 20th and 21st February, and Intelligent Contact Centres in Melbourne on 13th and 14th March. More events are being finalised as we speak & will be added to the CCMA web site progressively - book early to avoid disappointment.

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For your convenience, all our previous newsletters are on our web site - [www.ccaction.com.au](http://www.ccaction.com.au). Please have a look - there may be something in a previous edition that you may find interesting.

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Do 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](mailto:spels@ccaction.com.au).

Until next time....

Steve Pels  
Director  
**Contact Centre Action**  
P.O. Box 479  
Seaford Vic 3198  
Australia

**Phone: +61 (0)414 593 819**  
**Fax: +61 (0)3 9766 6484**  
**Email: [spels@ccaction.com.au](mailto:spels@ccaction.com.au)**  
**Internet: [www.ccaction.com.au](http://www.ccaction.com.au)**  
**Call Action - Now!**