



Welcome to the February 2010 Newsletter from Contact Centre Action

Welcome

Welcome to a new decade and a belated Happy New Year to all.

The year has started full of promise and the industry seems very buoyant – let's just hope it continues and the global financial situation doesn't return and upset the confidence.

Indonesian Contact Centre Association

In January I had the honour of travelling to Jakarta to speak at the launch of the Indonesian Contact Centre Association's 2010 award program. This looks to be a well-run awards program and I really look forward to seeing how it progresses over the next couple of months, culminating in the judging late in April.

What Does It Cost to run a Call/Contact Centre?

A reasonable question and one that is asked almost every day.

What does a phone call cost in your call centre – would you know the answer? If you can't answer, could you find the answer easily?

NO? Well you are not alone... The answer to these questions, and others around the cost of a call centre are not necessarily easy to find. There are many call centre managers who don't have the means to accurately articulate how much a phone call, or call centre seat costs within their call centre. Without this information, it is difficult to make effective management decisions?

Knowing your seat cost, or call cost – accurately, and that includes costs that may be paid centrally or appear in another cost centre (IT, buildings, utilities etc) is really the most basic financial information needed to make decisions. Additionally valuable information that you should have at your fingertips also includes:

- Cost per channel – the cost for an IVR call, a speech recognition call, an email, a fax, a letter, a web chat and so on
 - . How can you effectively service your customers through a lower cost channel?

- Cost per product or service – the difference in cost for each of your different call types.

OK – so once you know what your costs are, what can you do with this information? What if you could accurately determine what the drivers of your costs are? This then means you can see the major causes of your costs AND where you need to target your efforts to reduce your costs. Without this information you can waste a lot of time concentrating your cost reduction efforts in areas that may not give the best results.

Now the icing on the cake – how good would it be if you could also do ‘what if’ modelling – what if your call volume increased by 10%, what if staff attrition dropped by 20%? You guessed it – this is all possible. Now, for the first time you have all the information you require to make valid business decisions.

So, in a world where we are all constantly being asked to do more with less, you will be able to fully understand all your costs per seat and costs per channel, you have a clear picture of what is causing your costs and you can see what impact changes to your business will have on your costs. You can also do this as a one-off exercise, or at regular intervals (probably monthly) to see the impacts of any changes you make on your costs. That has to keep the CFO happy – doesn't it?

For more information, please contact info@ccaction.com.au.

Available Staff

We are aware of an experienced Call Centre Manager seeking new opportunities in the Sydney area. For more information please contact info@ccaction.com.au.

Upcoming CCMA Events

The first CCMA lunch for 2010 will be held in Melbourne at The Melbourne Town Hall on Friday February 26th.

The guest speaker is Duncan Wallace, Head of Consumer Sales and Service for Telstra.

Bookings are open at www.ccma.asn.au/events, and close Monday February 22nd. Book now and DON'T MISS OUT

Events will also be held in Brisbane, Sydney and Perth from March 2010.

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

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