



Welcome to the July 2011 Newsletter from Contact Centre Action

Welcome

Welcome to another newsletter from Contact Centre Action. Yes – I know we published a newsletter last month, but so much has happened in the last couple of weeks, we had to publish another. Please read on – I am sure you will agree that many of the developments of the last couple of weeks will have a significant, positive impact on the contact centre industry in Australia. These developments include:

- A new Jobs Website.
- Australian Contact Centre Community TV
- CCMA and ATA sign a Memorandum of Understanding
- Interactive Intelligence acquires Calltime Solutions
- CCMA event in Brisbane.

A New Industry Specific Job Portal

The CCMA Launched 'JobCall' the first industry specific jobs website which has been developed by major sponsor and partner Process Plus under a licensing agreement with the CCMA.

Michael Francis, Chairman of Process Plus and Bronwen Fitzroy-Ezzy, Group Director of Sales, Adecco, Australia, New Zealand and South East Asia formally opened JobCall at the recent CCMA lunch in Melbourne, laying out the challenge - "Job Call has been designed by the industry for the industry it's success or otherwise will be determined by the industry supporting with job placements and bringing it to the attention of all of your employees through onward cascade of the links"

The job portal 'JobCall' can be found at www.ccma.asn.au or www.ccmajobcall.com/jobcall. Remember to keep checking out JobCall – your new career could be calling!

Australian Contact Centre Community TV

Launched at the June CCMA events in Brisbane and Melbourne Ac3TV is a new social media initiative designed to promote the industry with two distinct shows.

The first is aimed at the executive level and highlights thought leadership topics challenging the industry today. For agents, the key message is to demonstrate that you CAN have a career in contact centres and will include interviews with staff on the floor, people in the

street etc. to get their real views on all things contact centres. Ac3TV have a dedicated Facebook page and Twitter account and these will be the primary distribution method to this group.

Join the Ac3TV LinkedIn group at: <http://www.linkedin.com/groups/australian-contact-centre-community-tv>

Encourage Agents to join Facebook <http://www.facebook.com/ac3tv> or Twitter at <http://www.twitter.com/ac3tv>

CCMA and ATA sign Memorandum of Association.

24 June 2011. Customer Contact Management Association (CCMA) and The ATA have taken a step closer to creating a single national representative body for the Contact Centre industry in Australia. Signing a Memorandum of Understanding both parties will create a working group that will determine the need and viability for an amalgamated entity. The two organisations believe there is a strong strategic fit to leverage each parties own expertise, focus areas and membership bases in order to provide a strategic and strong 'single voice' for the industry.

Benefits to members will include access to shared resources to deliver the most comprehensive suite of networking, training, professional development, accreditation and recognition programs for the industry. Formal discussions have commenced to identify the key benefits and necessary requirements to qualify, develop and create the single unified body.

Anita Bowtell, CCMA President said:

"The CCMA is renowned for its strength in the provision of networking and education through our Thought Leadership, Events and Education Excellence Program. Our focus on career development, promotion of the industry as a viable employment proposition and work with key State and Federal Government ministries, aims to enhance global recognition of the Australian Industry as a leader in service excellence and a commercially viable Contact Centre proposition for international business".

Derek Finch, ATA Chairman said:

"The ATA's emphasis is very much about developing the industry throughout the region by focusing on professional development & training and the introduction of standards and accreditation. Together with our internationally recognised Awards program, the ATA delivers a comprehensive framework for professional excellence and leadership in the Australasian Contact Centre industry. The intent of a potential alliance will offer a 'Single Industry Voice' able to lift the profile of customer service as a 'profession of choice' across both the corporate and government arena and further advance the professionalism of the industry".

Interactive Intelligence acquires Calltime Solutions

Interactive Intelligence Group Inc. (Nasdaq: ININ), a global provider of unified IP business communications solutions, has acquired Sydney-based CallTime Solutions, an exclusive reseller of the vendor's software suite since 1998.

Per the terms of the acquisition, effective July 1, 2011, Interactive Intelligence has purchased 100 percent of CallTime's privately held stock in an all-cash transaction. CallTime

will operate as part of the Interactive Intelligence sales and services organization in the Australia-New Zealand region.

CallTime has been operating from offices in Sydney, Melbourne, and Auckland serving nearly 50 customers, including brand-name companies in the financial services, health care, insurance, non-profit, retail, and telecom industries.

"CallTime has been our largest revenue-producing reseller in Australia and New Zealand for the last three years," said Interactive Intelligence Group founder and CEO, Dr. Donald E. Brown. "Following this acquisition we'll have approximately 30 experienced employees to take better advantage of the largest customer opportunities in the region, while providing superior channel support. It's in line with our strategy of accelerating growth in targeted regions outside of North America, and also nicely augments the recent opening of our Sydney data center, which supports our growing communications-as-a-service business."

Interactive Intelligence will continue to market its solutions throughout Australia and New Zealand both directly and through its existing channel of authorized resellers.

The headquarters for the combined operations will be in Sydney.

For more information about the Interactive Intelligence acquisition of CallTime Solutions, visit www.inin.com/pages/ANZinfo.aspx.

Hot Jobs and Hot People

Remember, keep checking our web site www.ccaction.com.au/jobs.html for employment opportunities and great people.

CCMA Networking Forum – Brisbane 14 September!

Social Media and the Modern Day Contact Centre. Featuring speaker Michael Ossipoff, Director Capability and Innovation, Telstra.

Brisbane, Wednesday 14 September 2011, 7:30AM START. Hot, buffet breakfast included.

[Bookings open - Don't miss out, Rave reviews after Michael Ossipoff speaks at the Melbourne event recently! Book now at http://www.ccma.asn.au/Hosted_Events](http://www.ccma.asn.au/Hosted_Events)

Stay in the CCMA Loop with CCMA LinkedIn:

http://www.linkedin.com/groups?mostPopular=&qid=2405501&trk=myg_ugrp_ovr

Journal of Customer Contact Centre Management

A journal for all concerned with the management of call centres, customer service and customer relationships, and guided by an international Editorial Board consisting of leading figures in the field.

CCMA Members receive 15% discount
Visit the [subscription page](#) to order.

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.

Until next time....