

Welcome to the June 2009 Newsletter from Contact Centre Action

This month we focus on reducing our impact on metropolitan infrastructure, we are announcing a new staff member and we are now on Twitter – plus more!

Also the CCMA is holding events in Perth and Melbourne over the next few weeks – details below.

A Better Way of Working

We believe that businesses in general have a responsibility to reduce their impact on critical Metropolitan infrastructure. For too long now, a large number of people have been travelling from the suburbs to the CBD to work, then back home again every day. This is no longer sustainable. A wise man once said 'work is a function, not a location', although this will not suit every business. Fortunately – Contact Centres are in an ideal position to do this.

We read a lot about Australia's capital cities constantly growing – the 'urban sprawl', traffic is getting worse, public transport is overcrowded, we are running out of water and electricity and so on. There is also a lot of discussion about climate change and its possible long-term impact, but that is not a debate we are going to get into directly.

Contact Centre work can happen virtually anywhere – it doesn't have to be in a capital city CBD – or even in a capital city for that matter. We, as an industry, should be leading the charge here to lessen our impact on capital city infrastructure. We have seen this capability through outsourcing and offshoring, but interestingly this idea of distributed operation doesn't happen as much within a company.

Many contact centres have already realized the benefits of moving to rural areas – lower cost, less staff attrition and so on, and more of this should be encouraged. There are many other options as well, for example:

- Work from home.
- Work in smaller 'satellite' offices in suburbs
- Work in central offices – but in the suburbs, not in the CBD or inner suburban areas
- A combination of these.

Technology is now readily available that allows this as standard functionality – indeed it can be implemented easily on most hosted solutions or customer-premise based IP telephony systems available today. The main impediment to working remotely is no longer technology, it is management attitude. There is no need to be in visual contact with all your staff, all the time.

Companies that have decentralized report reduced staff attrition, better productivity, happier staff, reduced costs – as well as 'doing our bit' to help reduce our footprint on our cities' infrastructure. This remote working concept also facilitates having additional staff available at very short notice in the case of unexpectedly high call volumes. – removing the travel time from the equation allows staff to be on the phones and productive much more quickly. There are challenges of course, mostly around OH&S, data security, training, direct staff communication and so on, but the benefits do seem to outweigh the challenges.

Think of your favorite place in this world – the place you go for holidays, the first place you think of when the work is done. Now, what if you could work there – all the time? Providing you have a broadband internet connection (it can be wireless), this is a reality today.

Contact us on (03) 8648 6577 or email info@ccaction.com.au to discuss the possibilities and benefits.

New Staff



We are delighted to announce that Ms Anita Bowtell will be joining us in the role of Business Development Manager. Anita has previously held similar roles at Telstra, Polaris Communications and Aspect Software, and has a wealth of experience in the call and contact centre industry throughout Australasia.

Anita can be contacted on (03) 8648 6577, mobile 0434 055 523 or email abowtell@ccaction.com.au

Activity Based Costing for Contact Centres

Bestrane are offering their "Implementing Activity Based Costing for Contact Centres" course in Sydney and Melbourne in mid to late July. The course covers issues such as determining cost per call, design of models, integrating GL, ACD and Workforce planning data and aligning models to strategic decision making. If you are interested and would like more information please contact Chris Maguire on 0407-307-199 or cmaguire@bestrane.com.au

People Moves

We have been approached by an employment agency looking for assistance to fill a senior role selling outsourcing. The role is with a leading outsourcer and involves both onshore and offshore sales. If you (or someone you know) would be suitable please contact us at info@ccaction.com.au.

We are also aware of a senior person coming available soon that is looking for a contract position in a senior role in people development, performance management or skill development. The person has recent experience in an international role and is ideally seeking a role with national or international responsibilities. If you are looking for a person with these skills please contact us at info@ccaction.com.au.

Follow us on Twitter

We are not sure of all this social networking stuff yet, particularly in a professional environment – but we have decided to take the plunge & set up a Twitter account. Please follow us at <http://twitter.com/ccaction>. We won't be updating this every minute of every day – you don't care if we are on the phone or writing an email, in the office or out, but if we find something that may be of interest – we will tweet! We see this as a convenient way of distributing news quickly before it becomes history.

Upcoming CCMA Events

Hot on the heels of a successful launch in Brisbane, the CCMA has three significant events coming up in the near future. If you haven't had the opportunity to attend a CCMA event yet, I recommend you go along and avail yourself of the fantastic networking opportunities.

The first is a Sundowner on 24th June 2009 at C Restaurant in the Sky, 44 St Georges Terrace, Perth. This is part of the CCMA's 13th birthday celebrations.

The second is a lunch at the Arts Centre, St Kilda Rd Melbourne on Friday 26th June. Guest speaker will be Alex Marriott from VECCI who will enlighten us on how the Fair Work Act will impact us all. Again, this is part of the CCMA's 13th birthday celebrations.

The CCMA is also endorsing the Government Call Centres Conference in Wellington NZ from 29th to 31st July 2009.

Also mark your diaries for the CCMA lunch in Melbourne on Friday August 21st. More details to follow.

Don't miss out – mark your diaries and BOOK TODAY.

Full details of all events are available at <http://www.ccma.asn.au>.

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



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