

## Welcome to the March 2009 Newsletter from Contact Centre Action

This month we focus on the “Global Financial Crisis”, what it means to you and what you should be doing about it. We also comment on the contribution our industry made in response to the Victorian Bushfire tragedy. We are aware of a number of people seeking employment in the contact centre management field – more details below. Also the CCMA is holding events in Sydney, Perth and Melbourne over the next few weeks – details below.

### The Global Financial Crisis

If you believe the newspapers, we are all in trouble! Interestingly, most people I have been talking to (and this includes technology vendors – an area that I thought would be impacted first) aren’t seeing any impact at all so far.

Some areas will actually benefit from the ‘crisis’ – and, in my opinion, this includes most contact centres. However, the current situation gives everybody the opportunity to re-assess and prepare for tough times that may be heading our way.

The temptation is to stop all discretionary spending (including marketing), but companies that do this are likely to go backwards. Some of their competitors will continue to spend & thereby increase efficiency and market share, putting them in a better position than the companies that do stop spending.

The current climate is an excellent catalyst for reviewing your current operation. Think about the following questions:

- Rather than spend money on new technology, are you getting the most out of your current technology? Are there any features that you are not using but might really help your operation?
- If your current technology is on its last legs, there are some really good, cost-effective solutions out there now that you may not have considered. Also, don’t overlook hosted solutions as they can be an excellent alternative that doesn’t require capital expenditure.
- Would your business and your clients perhaps benefit from increased automation and self-service?
- Can you reduce your workload and therefore your cost? There are lots of opportunities to reduce workload at its source, which can improve customer service and reduce cost at the same time.
- Is your contact centre operating at peak efficiency? Can you change your processes to improve your operation?
- When we talk about outsourcing, clients often think only of outsourcing Customer Service Representatives, but have you considered outsourcing specific components of your operation to experts in the field? Perhaps consider outsourcing your rostering and work force management, or perhaps your quality management.
- Staff are your largest cost, and staff turnover often makes up a significant proportion of this cost. Reducing staff attrition should be a major focus of all contact centre managers, and making a significant improvement usually isn’t as difficult as you think. I am firmly of the belief that contact centre managers who compare themselves against poor industry averages are making a big mistake. Almost every contact centre can improve staff attrition, and replacing staff is a huge cost, particularly when you consider lost productivity and customer service during ‘ramp-up’, direct recruitment expenses, the cost of all your existing staff that are involved in the recruitment and ‘on-boarding’ process, additional training and so on.

We would be pleased to discuss any of the above ideas with you, and suggest ways we may be able to help you continue to improve your operation, increase customer satisfaction and reduce cost completely independently of technology vendors. Please give us a call on (03) 8648 6577 or email [info@ccaction.com.au](mailto:info@ccaction.com.au) for an obligation-free discussion.

## Victorian Bushfires

Recently in Victoria we have experienced the worst bushfires in history, resulting in unprecedented tragedy. At the same time there has been amazing support from firefighters, emergency service workers, aid agencies and many, many individuals who have assisted in some way. The amount of support that our industry as a whole has provided cannot be overlooked. From expanding the size of existing contact centres at very short notice, establishing new short-term centres and providing staff to 'man the phones', our industry has made a huge contribution to the welfare of others. All sectors of the industry, from telecommunication carriers, technology providers, contact centre operators and managers, as well as staff deserve our thanks and congratulations.

## Available Staff

We have recently been made aware of a number of people seeking employment in the contact centre field.

The first is a manager with experience in contact centres and telephone sales, who is about to migrate to Australia from South Africa. Please contact us if you would like a copy of his CV.

The second is a lady looking for permanent or contract work as a Team Leader/Manager in either contact centres or events management. Again, if you would like more information please let us know.

Last is a gentleman with Genesys experience who is seeking a role as a Contact Centre Manager in New South Wales.

For more information please contact [info@ccaction.com.au](mailto:info@ccaction.com.au).

## Upcoming CCMA Events

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 breakfast on 25<sup>th</sup> March 2009 at Rydges Hotel Parramatta NSW. Guest speaker will be Antoine Casgraine, General Manager Contact Centres, St George Bank who will enlighten us on his views of Wellness at Work.

The second is a Sundowner on 1<sup>st</sup> April 2009 at Bells Functions, Barracks Street Jetty, Perth. Again, we will have the company of Antoine Casgraine, General Manager Contact Centres, St George Bank who will enlighten us on his views of Wellness at Work.

The third is the next Melbourne luncheon, which will be held on Friday 24<sup>th</sup> April at Zinc – Federation Square.

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](mailto:info@ccaction.com.au).



**Contact Centre Action**  
Level 13, 200 Queen Street  
Melbourne, Vic 3000  
Australia

ABN 27 107 085 558

Postal Address  
P.O. Box 479  
Seaford Vic 3198  
Australia

**T** +61 3 8648 6577  
**F** +61 3 9766 6484  
**E** [info@ccaction.com.au](mailto:info@ccaction.com.au)  
**www.ccaction.com.au**