



Welcome to the May 2010 Newsletter from Contact Centre Action

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Welcome to another newsletter from Contact Centre Action.

In this edition we talk about contact centres in Indonesia, how biometrics solves many security issues for call centres, and a very busy time for CCMA events.

Indonesian Contact Centres

I have just returned from Indonesia where I was one of the international judges of the Indonesia Contact Centre Association Awards.

The Indonesian contact centre industry is relatively small, with somewhere around 20,000 seats in total, but it is quite clear that this is going to grow significantly. Everyone we met from the industry is highly enthusiastic, and rightly proud of their achievements in this industry.

Some observations from the call centres that we saw and heard from:

- There is a much higher use of inbound and outbound SMS than we generally see in Australia.
- Many escalations from agent to team leader are done by Instant Messaging. This allows the agent to continue talking to the customer while obtaining or checking information with a team leader, removing the need to put a customer on hold. Brilliant.
- Work force management is not widespread – Excel spreadsheets seem the most popular way to manage rosters. Seems that many work force management applications do not cater well for the religious breaks that are normal in a largely Muslim society.
- Workstations are generally much smaller than we are used to in Australia. Much of this is due to 'paperless office' policies in place. It is normal for a workstation to have only a flat screen and a keyboard – there were entire call centres with not one piece of paper on a desk. Individual lockers are provided for staff in almost all call centres.
- During the day the majority of agents are women, but at night they are men because it is illegal for women to be on the street alone after 10:00PM.
- We found one call centre that has bedrooms for its staff.

- We found a call centre that provides hot meals for its staff 24 hours a day – free of charge.

Overall it was a wonderful experience and really interesting to see how the industry operates in another country.

Voice Biometrics – The Answer to Contact Centre Security?

Attached is an article that was recently published in The Strategic Path Magazine and e-Zine.

In it we explain the differences between speech recognition and voice biometrics, we describe the deficiencies of existing security options available to contact centres, and why voice biometrics should be seriously considered by all contact centres looking to enhance security and improve customer service.

If you are looking for some independent advice on speech recognition and voice biometrics, we would be pleased to help out. Please contact info@ccaction.com.au.

Employment Opportunities

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

We are also aware of an opportunity for a Contact Centre Manager in Adelaide. For more information please contact info@ccaction.com.au.

Upcoming CCMA Events – a Very Busy Period!

The next CCMA Melbourne lunch will be held at The Arts Centre on Friday May 14th.

The guest speaker is ex-AFL footballer Simon Madden, who will share tactics he uses to survive high pressure team environments. HURRY – BOOKINGS CLOSE 11th MAY

There will be events in Sydney and Parramatta early in June. Origin Energy will share with us how they were able to drive tangible benefits through training across their 600-seat multi-site contact centres, including Government funding, improving staff retention and delivering to stakeholder expectations.

In Canberra the CCMA will be holding its inaugural event during June.

There will be another Sundowner networking event in Perth on the 23rd June.

For more information and bookings, please go to 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.