



## Welcome to the November Newsletter from Contact Centre Action

This month we are celebrating our fifth birthday. When you hear the number of businesses that fail within the first five years, it makes me extremely proud to reach this milestone. We have had the opportunity to work with some fantastic clients on extremely interesting projects. We have also enjoyed the support of many people within the industry, so thank you to everybody who has contributed in any way to our ongoing success.

\*\*\*

### **New Visual Image**

Last time I promised you that we would be making a significant announcement. This newsletter actually contains TWO announcements.

The first concerns our new visual brand. As you can see above we have a new logo, a new image and a new colour scheme which was released yesterday to coincide with our fifth birthday.

The logo is based on a circle – an infinite shape and a complete solution. The circle is broken into two C's linking back to Contact Centre. The chosen colour is dark blue, a colour that is strong, reliable and trustworthy. They are interlocked, defining communication and linkage. The solution to the circle is red, symbolising action. All elements are touching – constant contact points. 'Contact Centre Action links, integrates and communicates with one solution'.

After five years our visual branding was uninspiring and in need of an update. This image is new, fresh and much more representative of the complete solution we can provide our clients. Our service offering is unique in the market today and our new logo is easily recognisable and clearly sets us apart from our competitors.

Along with the new logo we have a new address and a new phone number (see the signature at the bottom of this newsletter). Please remember to update your records.

\*\*\*

**Association with Bill Lang International**

The second announcement concerns an association we have formed with Bill Lang International enabling us to deliver the globally recognised Scores on the Board program.

Scores on the Board is a program that improves staff engagement, thereby significantly reducing staff attrition and reducing operating costs. Current clients are also finding that it helps their people rapidly acquire knowledge and skills to increase productivity, service levels and sales. It is based on the findings of the Harvard Business School that show happy, valued and engaged staff leads to improved customer service and greater profitability.

Scores on the Board has been used successfully by many large companies world-wide, and has resulted in reduced recruitment and training costs, improved and more consistent customer service and increased profitability.

To be able to bring Scores on the Board to contact centres, and provide a solution to one of their biggest challenges will be of great benefit to the contact centre industry as a whole. It is yet another example of how Contact Centre Action can provide a total, end-to-end solution to our clients.

Bill Lang, CEO of Bill Lang International said 'We are excited about our partnership with Contact Centre Action who have established a reputation for bringing high quality, practical solutions to the contact centre industry'.

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

\*\*\*

### **Available Staff**

We have recently been made aware of two excellent people that will soon be available in the Melbourne area.

The first is a senior call centre manager with over 12 years experience in the management of large retail and IT call centres.

The second is a lady who is about to relocate from Queensland who has key strengths in business improvement, business analysis, process analysis and quality analysis in a call centre environment.

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

\*\*\*

### **Upcoming CCMA Events**

The CCMA is holding its Christmas lunch at Zinc Restaurant, Federation Square, Melbourne on December 5<sup>th</sup>. 1001 will be sharing the secrets of organisational storytelling, so come along and enjoy a fantastic lunch & catch up with colleagues before the Christmas break

The CCMA is also holding a Christmas Sundowner in Sydney on December 10<sup>th</sup>. Come along an enjoy good friends, great drinks and canapes at the Chinese Gardens, Darling Harbour at 6pm.

Full details of both 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).

As this will be our last newsletter for 2008, we would like to take the opportunity to wish everybody a very Merry Christmas and a Happy New Year. Enjoy the time off with your friends and families and take care.

Until next time...

Steve Pels  
Director  
Contact Centre Action  
Level 13  
200 Queen Street  
Melbourne  
t +61 3 8648 6577  
f +61 3 9766 6484  
m +61 414 593 819  
e [spels@ccaction.com.au](mailto:spels@ccaction.com.au)  
i [www.ccaction.com.au](http://www.ccaction.com.au)

