



Welcome to the July 2010 Newsletter from Contact Centre Action

Welcome

Welcome to another newsletter from Contact Centre Action.

This month we talk about social networking – it seems to be the current ‘in’ thing, but what does it really mean for the contact centre.

Also, some really big news from the Contact Centre World Awards in Las Vegas this month.

Don't forget the CCMA Christmas Lunch in Melbourne next week.

Social Networking – What Does It Really Mean?

Earlier this month I was invited to speak at the Open Wave User Forum in Sydney, where there was an interesting discussion about social networking.

Social networking seems to be all the buzz at the moment, everyone seems to have Facebook pages, LinkedIn pages, Twitter accounts, but what does it mean for the contact centre? There has been a lot of discussion about the damage that can be done to a brand as a result of an unkind ‘post’ to one of these media, and some companies are considering using these media to communicate with customers, but is there more to it?

From a contact centre perspective – yes! Consider the following:

- It is another contact channel, but how do you roster and schedule staff for the workload? Where do you obtain volumes, handle times, after call work and service levels?
- Companies are starting to monitor social media for comments about them, but there is now technology (often built into contact centre software) that will do this.
- How do you use adverse comments about your competitors to your advantage? In which contact channel?
- Can you use these media for outbound announcements?
- Is there a demand for an Instant Messaging solution, or a closed ‘wall’ for your existing clients – to report problems, order stock or to communicate with you for other reasons?
- Are there any concerns about security? Can viruses be introduced?
- Is this just duplication of the existing, free solutions?

I am not sure how deeply this is being thought about in the marketing and customer service arenas yet, but we in the contact centre industry will need to cater for the changes in the future. On the other hand, is there demand for this type of communication at a professional level, or is it purely social networking?

Success At Contact Centre World Awards

Earlier this month the finals of the Contact Centre World Awards were held in Las Vegas. The finalists from the three regions of the world (Asia-Pacific, Europe and the Middle East, and the Americas) came together to compete for the title of World Champion in their respective categories.

As we announced back in July one of our staff and one of our customers were winners in the Asia-Pacific finals, and went on to win their categories in Las Vegas. Congratulations to both, they are very worthy winners.



We are extremely proud of our own Anita Bowtell, Business Development Manager for Contact Centre Action and CCMA President for winning the **2010 Global Industry Champion** for her work with the CCMA and contribution to the industry as a whole.

Anita has been the President of the CCMA for three years now after holding various committee positions before that. She has largely been responsible for the growth of the Association and raising the profile of the industry throughout Australia during this period. The membership base has grown in all states of Australia through Anita's initiatives and commitment.

The CCMA is running high-quality events and functions in all states, and has a range of partners which provide significant benefit to members and the industry as a whole. The association has also embarked on a major initiative, providing high-quality, low-cost training to contact centre staff at all levels.

As a founding member of the Asia Pacific Contact Centre Association Leaders, Anita has regularly represented Australia in international forums, increasing contacts and opportunities for CCMA members in Australia and facilitating communication and collaboration between associations in the region.

Anita is regularly called upon to chair contact centre conferences and forums throughout Australia. She has recently been a guest judge at the Indonesia Contact Centre Association Awards, and will be judging the Australian Government Contact Centre awards later this year.

She has the unique ability to generate enthusiasm and respect, not only in her team, but in the wider industry as a whole. She is a great ambassador for the Australian contact centre industry.



We are also very proud of our client OCIS, and its global gold medal win for best Human Resources Management, along with a Top Global Outsourcer ranking at the Contact Centre World Awards in Las Vegas this month.

After winning the Asia Pacific gold medal, Lene du Preez represented OCIS in the HR category and competed against other regional winners from across Europe and America. The global gold medal win places OCIS—and Australia—at the forefront of Human Resources best practice.

CEO Heath Lee commented, *'This win acknowledges the outstanding environment that we have created at OCIS and affirms our place as the outsourcer of choice. Our strategic plans can only see us going from strength to strength in 2011 and beyond'*.

Congratulations are also extended to all other category winners; in particular fellow Australian representatives from St. George Bank, Commonwealth Bank and the Customer Contact Management Association.

It's Our Birthday (Again)

It has come around so quickly it almost seems like an annual event, but this month marks our seventh year in business.

We would like to thank all our clients, associates and everyone we have contact with in the industry for their support. Our client base and profile, both in Australia and overseas continues to grow, and the work we are asked to undertake varies widely.

Next year is shaping up to be another year of growth, wil plans to bring a number of new products and services to market.

CCMA Melbourne Christmas Lunch – Next Week!

The next CCMA Melbourne lunch will be held at The Arts Centre on Friday December 3rd. Guest speakers will be Sean Wroe – Commonwealth Games Gold Medallist, and John Hollingsworth – Commonwealth Games Coach.

This will be the final event for the year and is sure to be a great afternoon, so don't miss out – book now. Bookings close Tuesday 30th November.

For more information and bookings, please go to www.ccma.asn.au.

Christmas Wishes

This will be the last newsletter for 2010, so to all our readers we wish you a Merry Christmas and a very Happy New Year. Take some time to enjoy the company of family and friends, and take care if you are travelling.

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.