



## **Welcome to the November 2011 Newsletter from Contact Centre Action**

### **Welcome**

Welcome to another newsletter from Contact Centre Action.

This quarter we talk about the Voice of the Customer.

CCMA and the Customer Contact Industry

A list of the current job vacancies and available staff.

Contact Centre World Awards – FREE ENTRY.

Celebrations!

Details of the last CCMA event for 2011 – Melbourne, December 2nd.

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### **The Voice of the Customer**

Many companies talk about the voice of the customer, but what does it really mean? More importantly, what is your customer saying to you? Companies undertake a variety of activities to assess customer satisfaction.

Some companies undertake external customer satisfaction surveys, however these can be a considerable time after the interaction has taken place, may be influenced by other factors, and may not be specific to the contact centre.

Some companies engage external research specialists to undertake mystery shopping, but this can be an assessment of a company's performance against what the research company thinks the customer wants.

Some companies undertake post-call surveys, but this can be influenced by whether the customer or the staff member initiates the survey.

Some companies use Net Promoter Score, which is simple and has minimal impact on the customer, however it only assesses a customer's opinion at one point of time, and does not reveal the reasons for that opinion.

The REAL voice of the customer is in the content and the tone of the interactions they are currently having with your staff. The existing interactions provide an invaluable insight into the feelings and attitudes of the customer, the customer's needs AND a huge amount of intelligence into competitor activity. The data is there – now, and your staff are hearing it every single day, but there is just so much data it is very difficult to measure it, report on it and act on it. In a retail environment, the data only lasts as long as the interaction. It is not captured, so once the customer leaves the store, the data is gone. In many contact centres the calls are recorded so the data remains after the interaction, but how do you report on it in a manner that you can act on it?

The answer is speech analytics – a technical solution that scans conversations for particular words or phrases (including competitor activity) as well as tone of voice. The solution can then generate reports that are easy to interpret and act on, allowing a very powerful insight into the customer's needs and opinions.

Some speech analytics solutions operate historically – analysing calls that have already completed while IT systems are quiet. Others operate in real-time while the call is still in progress, and can highlight any detected issues to a Team Leader before the situation escalates.

With the widespread use of social media it is becoming more critical to listen to what your customers are saying. Social media not only allows your customers to talk **to** you, it allows them to talk **about** you – to every internet user in the world! Therefore it is critical to manage and correct any customer service or customer expectation issues quickly – but to do that you need to know about them, and to know about them you need to listen to your customer in the first place.

If you doubt the power of social media, Google GASP Clothing, search for United Breaks Guitars on Facebook, or check out the hashtag #qantasluxury on Twitter.

Companies who use speech analytics have the power to set themselves apart from their competitors in a significant way.

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## **CCMA and the Customer Contact Industry**

The CCMA is a critical resource for the customer contact industry as it represents the industry as a collective voice on trends and issues, providing a professional and responsive voice for the industry in Australia, Asia-Pacific and the World.

Striving for service excellence and continual improvement across all sectors, the CCMA provides a forum for industry professionals and organisations to interact and pursue common service and industry improvement goals, commercial growth and professional development through networking forums, education programs, government representation, career development opportunities and recognition of the contact centre industry as an employer of choice.

CCMA represents member organizations in Government, Banking & Finance; IT Technical Support; Business Process Outsourcers; Telecommunications; Energy Providers; Travel and Hospitality; Charities; Statutory Corporations; Educational Institutions and specialist software, hardware and firmware suppliers.

The CCMA has launched a number of new initiatives over the past 18 months, they are about to embark on more initiatives that will significantly improve our industry during 2012, and they need your support by becoming part of our community.

Please support them by logging onto CCMA e-NEWS via this link.  
<http://www.ccma.asn.au/#6> and joining our community.

Its free and you won't be spammed. You will however be the first to access new social, recruitment and event opportunities and you will be the first to hear about what they are achieving in the industry.

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## Hot Jobs and Hot People

Contact Centre Action provides all levels of recruitment services, including permanent, temporary and contract placements on a full time or part time basis. Specialising in contact centres, Contact Centre Action are able to undertake high-volume recruitment, specialist roles, executive placements and source candidates for roles in companies operating in, or supporting the contact centre industry.

Our **Hot Jobs and Hot People** page on our web site contains a sample of the jobs and candidates that we have available. Check out [www.ccaction.com.au/jobs.html](http://www.ccaction.com.au/jobs.html) - there may be something there for you.

Right now we are looking for:

- A Business Development/Channel Manager in Sydney
- An Outbound Marketing Representative in Sydney
- A Contact Centre Trainer in Melbourne or Sydney
- A Team Leader in Melbourne

...and we have available

- A Senior Contact Centre Manager in Melbourne
- A Contact Centre Manager in Brisbane
- A Telephony/Contact Centre Project Manager in Sydney
- A Senior Operations/Strategy Leader with international experience, in Sydney

If you are looking for a new role in the contact centre industry, please send your CV to [info@ccaaction.com.au](mailto:info@ccaaction.com.au) and we will assist with your next career move.

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## Contact Centre World Awards – Exciting News!

Entry to the Contact Centre World 2012 awards is **FREE OF CHARGE** for entries received before 30 November 2011. Entry is quick and easy, so enter now in whichever categories you choose to take advantage of this offer, and you can finalise your submission later.

The Asia-Pacific finals will be held in Singapore in July 2012.

For more information, please go to

<http://www.ContactCenterWorld.com/worldawards/?nm=37491&tk=h6ccc9417>

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## Celebrations.

November 18<sup>th</sup> was Contact Centre Action's birthday.

Over the eight years we have been in business, our services have improved and evolved to the point where we can now provide a total consulting and recruitment solution covering all aspects of the contact centre. This, along with our vendor independence and real-life practical experience in running contact centres gives us very clear differentiation from our competitors. We believe we have something unique and valuable to offer the industry.

We have had the opportunity to work with fantastic clients in all industry verticals. Our thanks go to these clients, and all industry professionals we have met along the way for their ongoing support.

It is fast approaching the season where many people take holidays and celebrate Christmas. As this will be our last newsletter for 2011, we would like to take this opportunity to wish everyone a very Merry Christmas and a Happy New Year. If you are taking a break, turn your phones and PCs off and spend some quality time with your families – I did it recently, it is great! Enjoy yourselves, take care in your travels and we look forward to seeing you early next year.

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## **Last CCMA Function for 2011 – Melbourne, 2<sup>nd</sup> December 2011!**

**How To Work Your Brain Brilliantly.** Featuring speaker Neil Rainey, Talent and Organisational Development, Telstra.

**Melbourne**, Friday 2 December 2011, The Arts Centre, 100 St Kilda Rd Melbourne, 12:00PM. Drinks and 2-course lunch included.

**Bookings close soon, so don't miss out.** Book now at [www.ccma.asn.au/Hosted\\_Events](http://www.ccma.asn.au/Hosted_Events)

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Until next time....