



Contact Centre Action Newsletter - October 2012

Contact Centres, Wuhu-Style

In August I visited Wuhu in Southern China as a guest of the Asia Pacific Outsourcing Executives and the Chinese Government. Wuhu is about 100km south of Nanjing, about 400km south west of Shanghai and about a 2 hour flight from Hong Kong. It is a regional city on the banks of the Yangtze River, with a population of only 3.8 million people – and 2 night clubs!



The visit was centred around the APOE Annual Summit – Topical Forum on Contact Centres, where I was one of many guest speakers from China and all over the world. It was also to showcase the new Technology Park which has recently been built in Wuhu to attract a variety of different industries, including contact centres.

The Wuhu Municipal People's Government has recognised Wuhu's potential to be a technology hub, and has very clear plans to attract businesses to the city. This includes the technology park, which is now attracting businesses to relocate to the area, a high-speed rail link to Shanghai, and an airport, all of which are on the drawing board over the next few years.

The conference was a spectacular event, with two days absolutely full of presenters discussing all aspects of contact centre operations, management and technology. The audience consisted mainly of contact centre executives and employees, enthusiastic to learn best practices from others in the industry across the world who have established large scale outsourcing operations in the past. Most of the delegates were Chinese and did not speak a lot of English, and the speakers were a combination of Chinese and English speaking. This in itself was interesting for me – I have never before attended a conference that was simultaneously translated.

We are certainly going to see some interesting, large-scale developments in the contact centre and outsourcing industries in China over the next few years.

My thanks go to the organisers and sponsors for an excellent conference and first class hospitality.

The Downside of Social Networking

Social networking has some really great benefits for maintaining contact with people, seeking out information and opinions, and finding like-minded people to share ideas. There is, however, a downside in asking for other people's opinion, if the information received isn't treated correctly.

I have recently noticed a lot of questions on social networking sites along the lines of: 'what is the best hosted technology for a contact centre?' or 'can anyone recommend a WFM solution for a 50 seat contact centre?' or 'what should you look for when you are hiring staff?' All perfectly legitimate questions – providing the person asking the questions validates the answers and confirms the suitability of the solution before spending their money.

Why

- A lot of the respondents are vendors, who naturally have a vested interest in recommending their own products.
- The solutions being recommended may not be available in the target market – there are a lot of technology vendors in the US who just don't sell in Australia.
- There is no such thing as a typical contact centre – the solution that suits one centre may not be at all appropriate for another.
- There may be more solutions on the market since the respondent bought their solutions – technology is evolving quickly.
- Nobody may recommend the solution that is actually the best for you.

By all means, ask for the opinion of others, but then follow up with your own investigation. Do your own research or engage an independent professional to validate the recommendations and findings to make sure nothing is missed. A small investment now will save you in the long run.

New Staff Member

We are really excited to announce the appointment of Kim Dempsey-Dowling as our new Recruitment Manager.

Kim has previously worked for a number of the larger recruitment agencies and joins us with over 12 years experience from the industry. During her career she has had extensive experience in the contact centre and recruitment industries, including positions of Account Management, Strategic Account Director, along with other management and operational roles.

So, if you need help finding the ideal candidate for your role, or if you are seeking a rewarding career in the contact centre industry, please give Kim a call on (03) 8648 6577 or email her at kdempseydowling@ccaction.com.au.

Call Kim now to fill any vacancy at any level from front line to C level in the contact centre and related industries.

Welcome Kim!

Contact Centre World Awards

Entries for the 2013 awards are now open, and will close on 31st December 2012. As this is in our holiday season, I urge you to enter NOW and start preparing your submission before the rest of the year disappears.

NOTE – CCMA members are entitled to FREE entry.

I can recommend these awards and associated conferences as a great way to review your own performance and learn new ideas from other centres in an environment where vendors are specifically excluded. I have attended a number of these conferences in the past and always get great value from them.

Hot Jobs

We currently have new careers available in Melbourne, Sydney and Perth, including:

Pre-sales Consultant in Melbourne

Hosted Technology Sales Administrator in Sydney

Pre-sales Engineer in Perth

The following jobs are expected to be available soon:

Contract Team Leader in Melbourne

Customer Service staff in Sydney

B2B Sales Specialists in Sydney

Contact Centre Trainers in Melbourne, Sydney and Brisbane

More details are on our web site – www.ccaction.com.au.

To apply, please send your CV to info@ccaaction.com.au

Social Media

We are increasing our presence on social media to keep you informed of contact centre happenings in Australia. For all your contact centre news and information:

Follow us on Twitter - @ccaaction

Follow us on LinkedIn - <http://www.linkedin.com/company/contact-centre-action>

Follow us on Facebook – www.facebook.com/ContactCentreAction

CCMA Events

Mark your diaries for the following CCMA events (full details will be available soon so keep an eye on the web site):

30 November 2012 Melbourne - Guest Speaker Charles Kovess, Australia's Passion Provocateur ®

Perth – Details to Follow, watch the web site

Sydney – Details to Follow, watch the web site

Brisbane – Details to Follow, watch the web site

For a full list of events please go to www.ccma.asn.au.

