



Statistics Sweden

Statistiska centralbyrån

# Turnover for Activities of Call centres in Sweden

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# Outline of presentation

- Part 1: Definition of service being collected
- Part 2: Market conditions
- Part 3: Turnover data method



# Part 1: Definition of service being collected



# Part 1: Definition of service

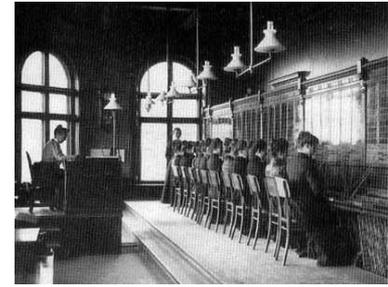
- NACE 822: Activities of Call centres
- No further class
  - 8220 Activities of Call centres
- No further breakdown in Sweden (i.e. 82200)



# Part 2: Market conditions



# History of telephone

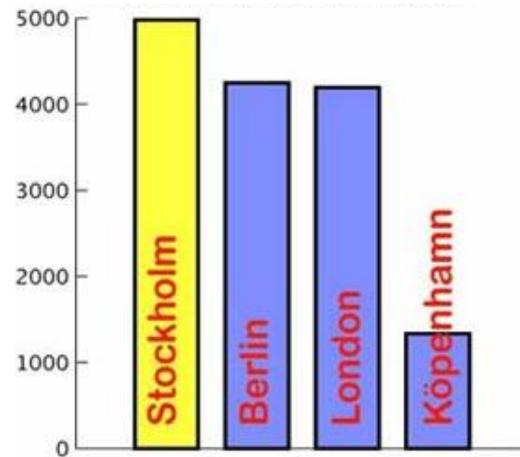


- "Come here Mr. Watson, I want to see you!", March 10, 1876
- Bell never took out patent in Sweden, this allowed the Swede Lars Magnus Ericsson, LME, to manufacture and sell telephone sets here, in competition with the Bells
- Sweden took a major role in the development of telephony and Sweden was at the forefront of technological developments, not least by LME

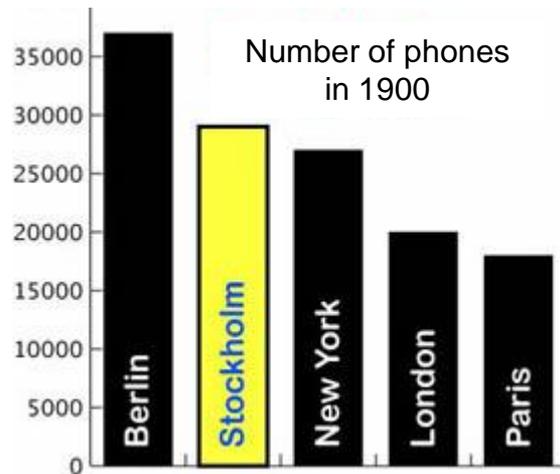


# History of telephone

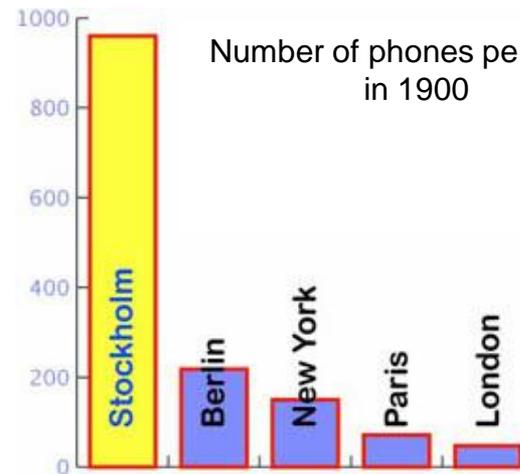
Number of phones in 1885



Number of phones in 1900



Number of phones per capita in 1900



# Call Centre in Sweden

- Second half of the 1990s and early 2000s
- Since then, the turnover has grown by over 600 percent
- The industry suffers from a high staff turnover
  - Employees mostly young people and women
- Profitability in the industry is low,
  - Great span between the companies with high profitability and low profitability in the industry





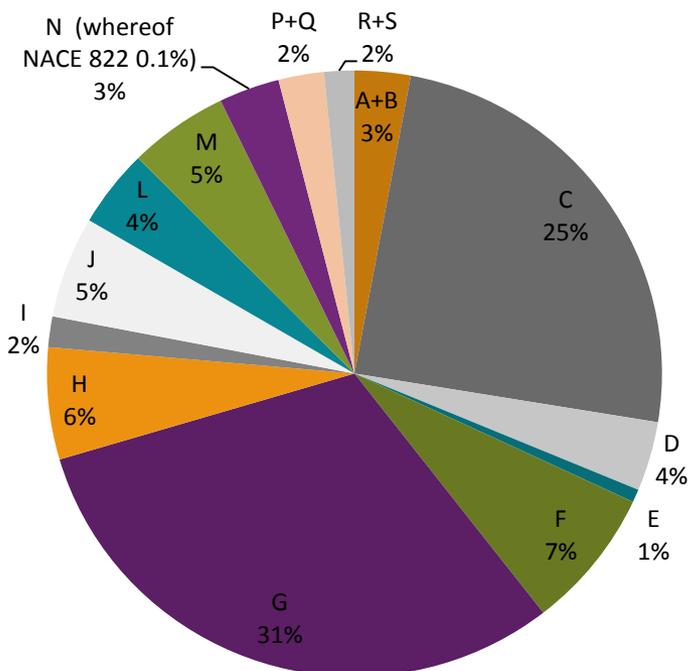
# Call Centre in Sweden

- The largest company in the industry was created in 1995
- Today the company is represented in five locations in Sweden and 15 percent of the employees in NACE 822 is located there
- The company has expanded over the years and is now a global player with operations in 24 countries across five continents



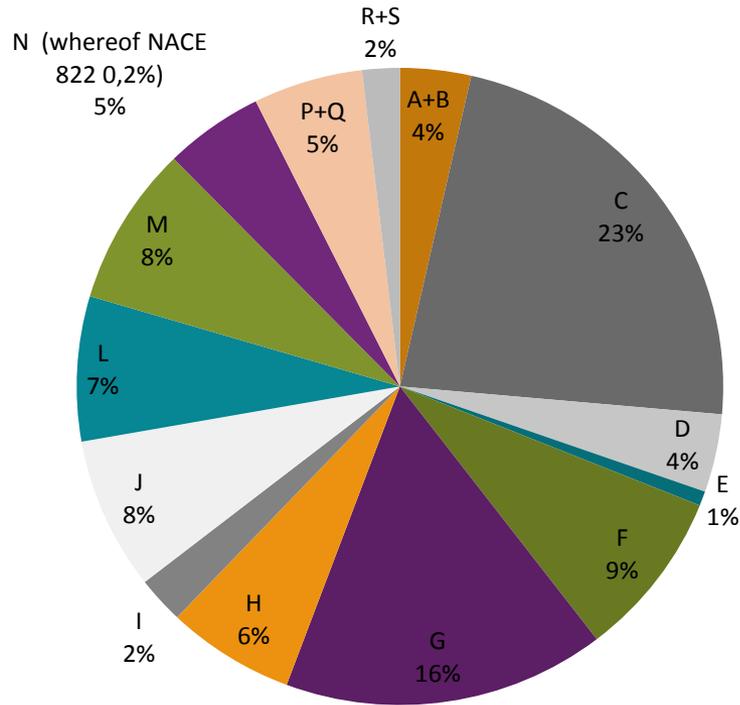
# Turnover by section

- Relatively small sector
  - 28 % of NACE 82 – Office administrative, office support, other business support activities
  - 3 % of NACE N – Administrative and support service activities
  - 0.1 % of total business sector



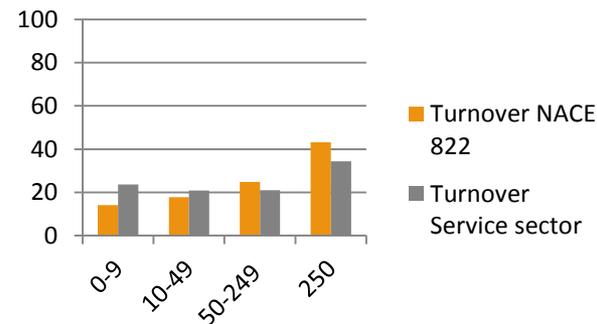
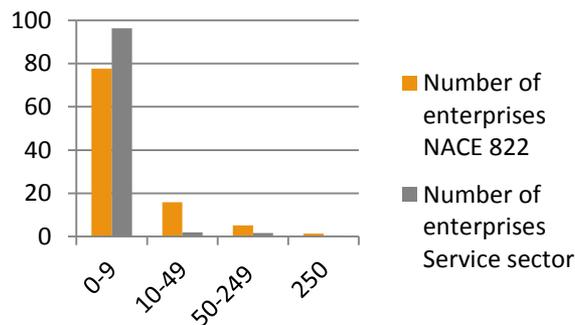


# Value added by section



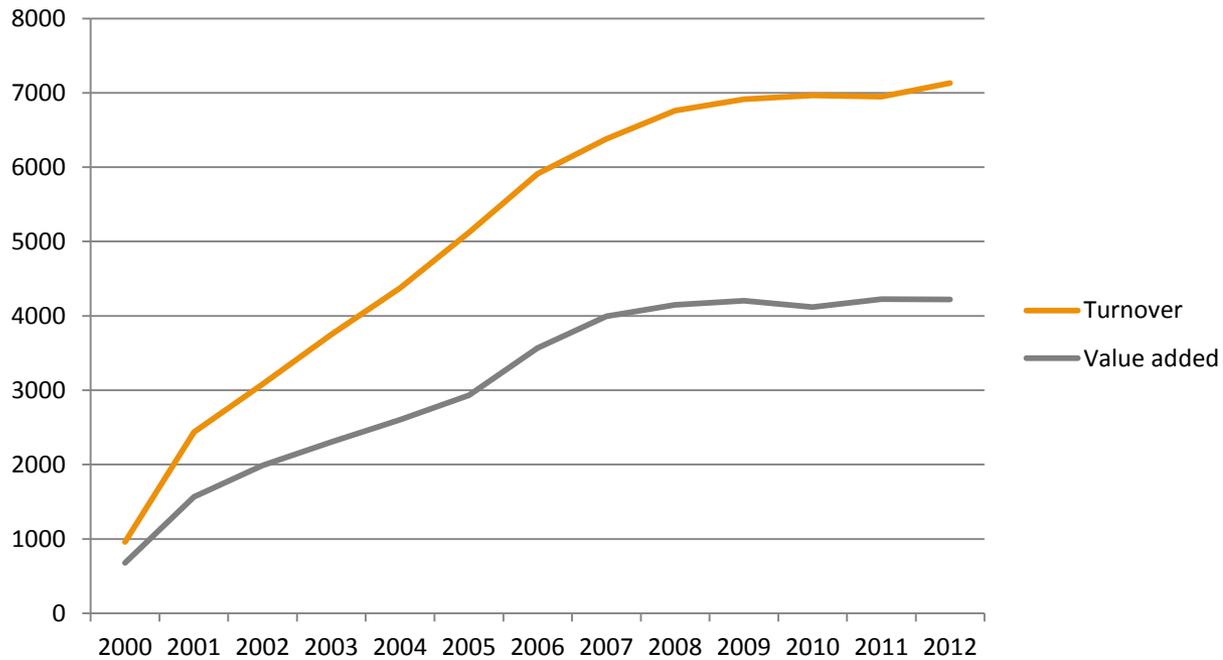
# Call Centre in Sweden 2012

- Small enterprises
  - 78 % have <10 employees (96 % in total service sector)
  - These account for 14 % of total turnover (24 % in total service sector)
- Large enterprises
  - 1.4 % have > 250 employees (0.1 % in total service sector)
  - These account for 43 % of total turnover (34 % in total service sector)



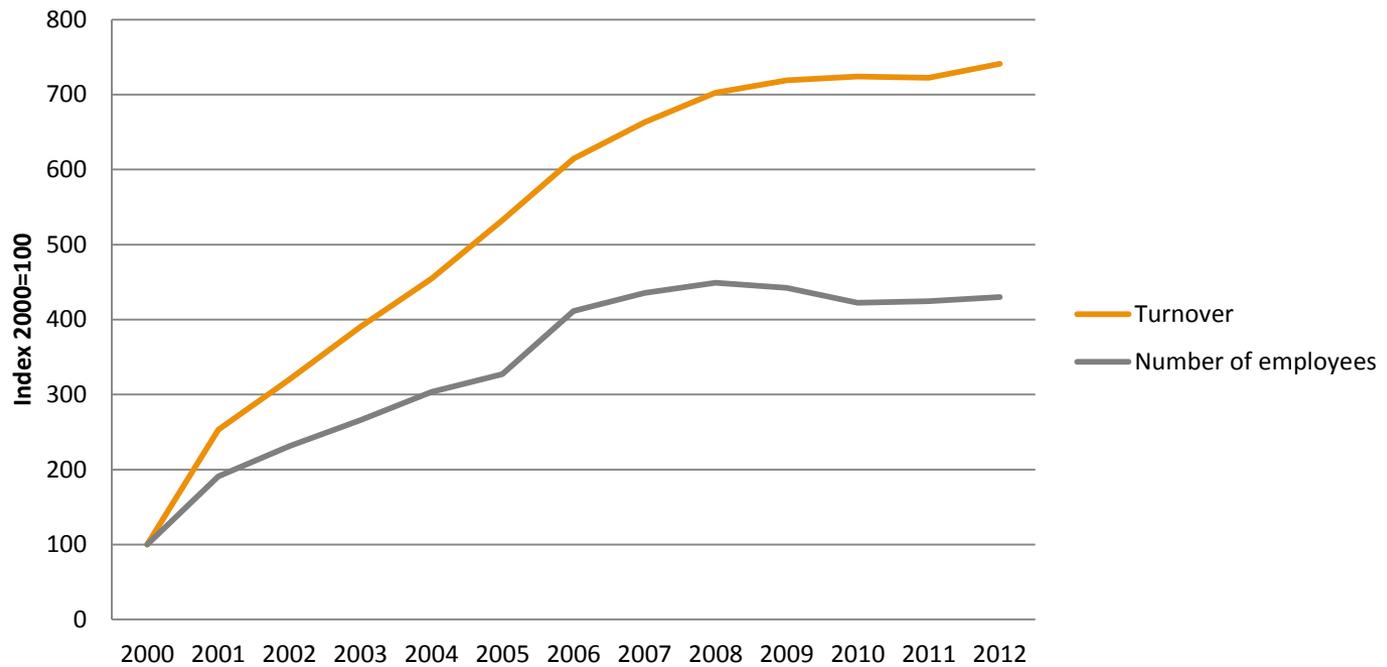


# Call centre, 2000-2012

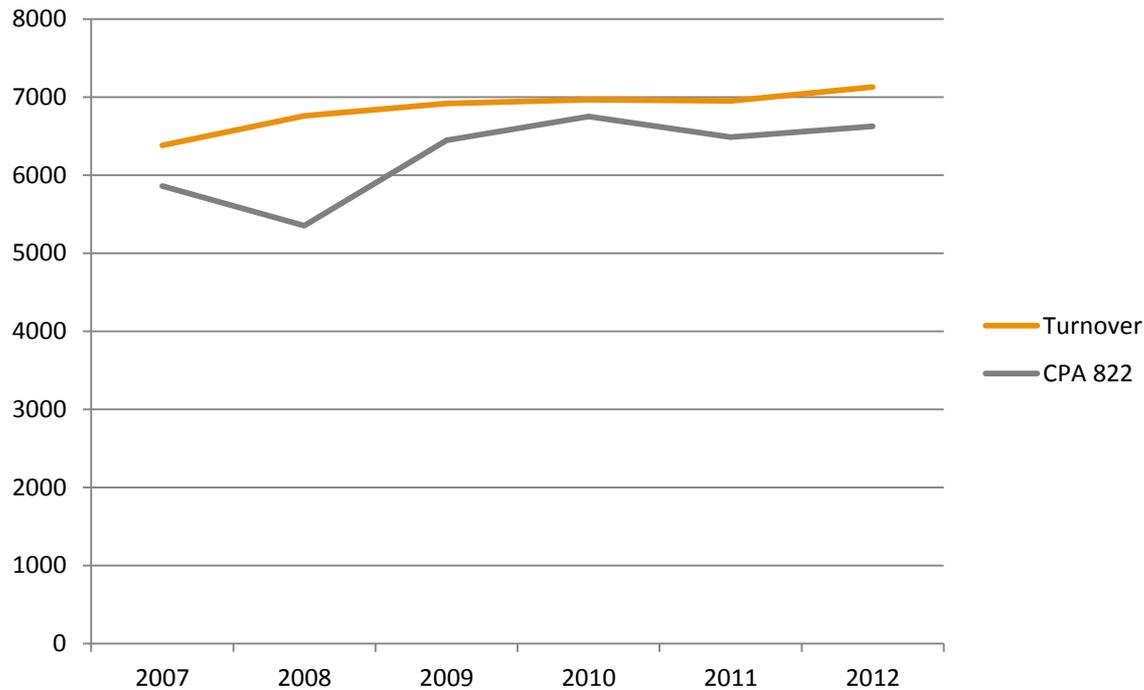




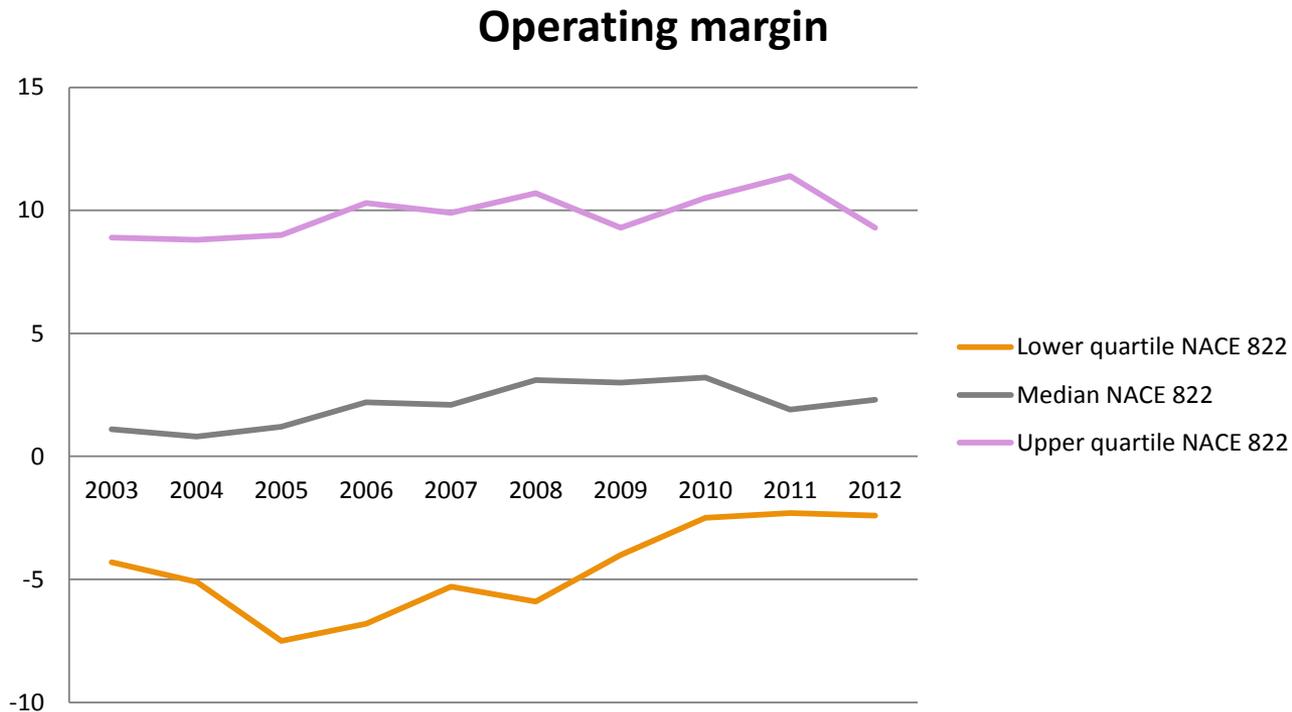
# Call centre, 2000-2012



# Turnover by NACE and product in NACE 822



# Call centre, 2003-2012



# Part 3: Turnover data method





# Short-Term Statistics (STS)

- Service production index
- Quarterly and monthly statistics, only turnover
- EU-regulated survey
- Sample survey
- Results presented as development indices, released t+35 days
- Data in NACE Rev2 2000-
- No admin data used at present





# Structural Business Statistics (SBS)

- Annual statistics
- EU-regulated survey
- Based on administrative (tax) data
  - 600 largest enterprises surveyed separately (two enterprises within NACE 822)
  - Sample 21 000 enterprises for turnover by product (42 enterprises within NACE 822)
- Transmission to NA t+15 months
- Preliminary results transmission to Eurostat t+10 months, definitive t+18 months



# SBS

- Turnover by product via additional sample surveys (NA and BR)
- Detailed distribution of e.g. other income as well as cost variables
- πps-Sample : 21 000 enterprises (population 1 000 000)
- Data collection:
  - Web-based questionnaire
  - Pre-printed values (from admin data)
  - Certain number of turnover variables included (based on industry)
  - Use of drop-down lists for other activities



# SBS

- Turnover by products within NACE 822:

Variable	CPA 2008	Name
v2375	82.200.00	Call centre services

- 93% in NACE 822 is located on this product
- 2 % is classified as Office administrative and support services (CPA 82.1)
- 1 % is classified as Business support services n.e.c. (CPA 82.9)
- 96 % of the turnover is classified within NACE 82





Thank you for your attention!

