



**29th Voorburg Group
Meeting
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Call Centres

Discussant remarks

Turnover/Output

Norway

USA

Sweden



SPPI

Australia

Sweden

France

- Classifications
- Market conditions
- Turnover / Output
- SPPI
- Quality issues

➤ **NACE:** Norway, France and Sweden

- No further subgroup on xxxx-digit level

BUT

- Distinction between inbound / outbound call centres (Nor, F)

➤ **ANZSIC:** Australia

➤ **NAICS:** USA

- Telephone Answering Services
- Telemarketing Bureaus and Other Contact Centres

- Markets are dominated by a few large firms in the most cases
- Increasing sector in Sweden and USA, stable in France, volatile in Australia and declining in Norway
- Outsourcing is a big issue: onshore as well as offshore
 - Pros: cost reduction (€: 70 vs. 25-28 vs. 15 vs. 10)
 - Cons: quality of the service (in the case of offshoring)
- Interdependence between service sectors (strong relationship to the telecom market in France)

- Turnover collection supported by legislation on EU level
- Quarterly for STS and annually for SBS
- Similar in the US:
 - Quarterly service survey
 - Service annual survey
 - Economic census (every 5 years)
- Mismatch of reported enterprises and official statistics for employers in the US

- SPPIs available in Australia and France, Sweden in 2015
- Mostly time based pricing
(per minute, hour or productive time)
- But also per call, order, act or contract
- Prices depend on
 - Inhouse vs. outsourced (75% vs. 25%)
 - Onshore vs. offshore call centre
 - Inbound vs. outbound call (outbound require higher skills)
 - Staff qualification
 - Nature of the query

Service quality aspects

- Drawbacks from offshoring lead to relocation to national territory (Australia) (but quality measures are challenging und unsolved till now)
- Onshore vs. offshore....is it the same service?
Yes.....but with an quantitative quality difference!

Inter-enterprise quality aspects

- Two quality certifications in France
 - ISO 9001: establishes more an obligation of ressources
 - NF : establishes an obligation of results
- Key performance indicators
 - Pick up rate
 - Waiting time
 - Average processing time is replaced by first call resolution rate

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Thank you!

Questions?