Call centres:
Session introduction

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Papers and presentations

• Mini presentations Turnover/Output:
  – Jakob Kalko - Norway
  – John Murphy – USA
  – Eva-Marie Gustafson - Sweden

• Mini presentations SPPI
  – Kristoffer Olsson – Sweden
  – Denis Gac – France
  – Terry Bradley – Australia

• Discussant
  – Christian Puchter - Austria
Industry classification

• NACE rev.2 (82.20):

Section N Administrative and support service activities

82 Office administrative, office support and other business support activities
  82.1 Office administrative support activities
  82.2 Activities of call centres
    58.20 Activities of call centres
  82.3 Organisation of conventions and trade shows
  82.9 Business support service activities
Industry classification - NAICS

NAICS structure

56 Administrative and support and waste management and remediation services

- 561421, Telephone answering services
- 561422, Telemarketing bureaus and other contact centers
Industry Classifications Reviewed

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Content similar and there are few differences in organisation, mainly separation in NAICS between telephone answering and telemarketing

Homogeneity in definition allows for comparability of outputs, though approaches differ

For example, treatment of in-bound and out-bound services, domestic and overseas providers, pricing approaches etc
## Product classification

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Product classification

• Differentiation primarily around:
• inbound (receiving telephone calls) telemarketing services,
• outbound (making telephone calls) telemarketing services,
• customer assistance and
• data collection