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

- A+B: 4%
- C: 23%
- D: 4%
- E: 1%
- F: 9%
- G: 16%
- H: 6%
- I: 2%
- J: 8%
- L: 7%
- M: 8%
- N (whereof NACE 822 0,2%): 5%
- P+Q: 5%
- R+S: 2%
- D: 4%
- E: 1%
- F: 9%
- G: 16%
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

The chart shows the turnover and value added of call centres from 2000 to 2012. The turnover has increased significantly over the period, reaching over 8000 by 2012. The value added also shows a steady increase, with a slight decrease in recent years.
Call centre, 2000-2012

[Graph showing turnover and number of employees from 2000 to 2012.]

- Turnover (Index 2000=100)
- Number of employees
Turnover by NACE and product in NACE 822
Call centre, 2003-2012

Operating margin

- Lower quartile NACE 822
- Median NACE 822
- Upper quartile NACE 822
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
• \( \pi ps \)-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:

<table>
<thead>
<tr>
<th>Variable</th>
<th>CPA 2008</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>v2375</td>
<td>82.200.00</td>
<td>Call centre services</td>
</tr>
</tbody>
</table>

- 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!