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Call Centres

Discussant remarks
Mini Presentations

Turnover/Output

Norway
USA
Sweden

SPPI

Australia
Sweden
France
Content

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

- **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
Market conditions

- 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 / Output

- 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
SPPI

- 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
Quality issues

Service quality aspects

- Drawbacks from offshoring lead to relocation to national territory (Australia) (but quality measures are challenging and unsolved till now)

- Onshore vs. offshore...is it the same service?
  Yes.....but with a quantitative quality difference!

Inter-enterprise quality aspects

- Two quality certifications in France
  - ISO 9001: establishes more an obligation of resources
  - NF: establishes an obligation of results

- Key performance indicators
  - Pick up rate
  - Waiting time
  - Average processing time is replaced by first call resolution rate
Thank you!

Questions?