

29th Voorburg Group meeting,
Dublin, Eire:

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

NACE Rev. 2.0

1 industry

JSIC

1 industry

ANZSIC 2006

1 industry

NAICS United States

2 industries

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

CPC Ver. 2.0
CPA 2008
NAPCS
NAPCS
NAPCS

85931 subclass
82.20.10 subclass
6 products (US)
5 products (Can)
9 products (Mex)

Product classification

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