



Statistics Sweden

Statistiska centralbyrån

# SPPI for Activities of Call centres in Sweden

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# Definition of the survey

## Activities of Call centres in Sweden:

- Only comprised of NACE 82.200
- Under development 2013 & 2014
- Current findings/results: Meetings with enterprises and trade organisations, pilot survey for two quarter
- More information will be available then the regular price collection has begun



# Unit of measure to be priced

## Three sub categories:

### Customer support

-Unit price per active minute, First line, Second line & Time of day (office hours, evenings and weekends)

### Switchboard services

-Unit price per active minute, Only differ by time of day

### Telemarketing

-Price per order, combination hourly rates and order & hourly rates only



# Market conditions

- 6 enterprises represents 40 % of the total turnover
- Remaining part (60 %) of the turnover consist of a number of small and medium sized enterprises
- The majority (about 85 %) of the industry are call centers supplier, the rest is enterprises with call centres subsidiaries
- Intense competition among call centers enterprises, mainly domestic, some extent from abroad
- The price level mostly affected by the industry's general wage level



# Pricing methods

## Customer support

-Unit price measurement, price per active minute divided by skill level (First line or Second line) and time of day (Office hours or Evenings and Weekends).

## Switchboard services

-Unit price measurement, price per active minute divided by time of day.

## Telemarketing

-Unit price measurement, per order for a repeated transaction.

-Direct use of hourly rates, For some cases (are quite unusual with hourly rates but becomes more common)



# National Accounts concepts

- The demand for SPPI within NACE 82 initially came from NA
- The plan is to include NACE 82.2 in the overall SPPI in quarter 1, 2015
- As long, NA using SPPI's 69.2 Accounting and bookkeeping as a deflator





# Development work

- Development started in 2013
- Partly funded by Eurostat Grants







# Questions?

- Thank you for your attention!
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