

2022 CONTACT CENTRE

BEST PRACTICE REPORT

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SMAART
RECRUITMENT



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INTRODUCTION

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The contact centre industry is one we can all be proud to be associated with. Throughout the changes of the last two years the industry has been responsive, adaptive, innovative and resilient in the face of great external and internal change.

Due to the scope of change there is great demand for industry benchmarking data. What is “normal”? What is “best practice”? What does the future look like? This report aims to answer these questions many times over.

We couldn't produce a report without industry participation. Over 250 contact centres contributed to this report totalling close to 1,200 individual submissions. The breakdown included:

- 200 + Senior Leaders (Contact Centre Manager or similar)
- 200 + Team Leaders/Manager
- 600 + Frontline Agents
- 50 + Workforce Managers
- 30 + Recruiters

As per previous reports, the responses from senior leaders make up the majority of the report (pages 6 - 119 and 213 - 227). For the first time we sought responses from individual role types listed above, and these can be found from pages 120 - 213.

Producing a report of such scale is no small task and requires a lot of resources. In an effort to provide this report at no cost to the industry, we are very grateful to our partners who have helped to fund its production. In no particular order these organisations are; AP Psychology, MaxContact, Attune, Aspen Solutions, The Agile Contact Centre, VERINT, Clevertar, 8x8, Call Design, Datagamz and The Australian Customer Experience Professionals Association.

Please note there is also a digital version of this product. It is our vision that the digital product will continue to be updated with new research, information and trends throughout 2022 and beyond. To access the digital report or to discuss anything further, please reach out to me.

On behalf of the team at SMAART Recruitment we hope you get great value from the third edition of our Contact Centre Best Practice Report.

CONTRIBUTORS



Over 250 Australian contact centres contributed to this report. The majority of them contributed anonymously however the following were happy to be named.

86 400 Bank	Dyson	Open Universities Australia
ADICA	Easy Weddings	Origin Energy
AFG Securities	Feros Care	PetSure
Ahpra	Frizelle Sunshine Automotive	RAA of SA
Allianz Australia Limited	Genie Solutions	SAIG
Allianz Partners	Graymont	Scenic
Anglican Community Services	Great Southern Bank	Serco
Australian Red Cross Lifeblood	Hastings Deering Ltd	Smart Health Australia
Australian Unity	HelloFresh	St Vincent's Hospital
BCD Travel	Hostopia Australia	Startek
Bega Dairy & Drinks	Humm Group	Sumo
Bendigo and Adelaide Bank	ING	Teachers Health Fund
BGIS	iSelect	Telstra
Bingo Industries	Jim's Group Customer Contact Centre	The Deaf Lottery Australia
Blackwoods	LeasePlan Australia	Torrens Global Education Services
Candlefox	LGIA Super	Toshiba (Australia) Pty Limited
Cascade Australia	M3 Logistics	Transurban
Cbus Super	Mazda Australia	Unitywater
Claro - Age Care and Disability Services	Medibank	University of South Australia
Compare Broadband	Mercedes-Benz Financial Services	Viking Cruises
Compare Club Life Insurance	Momentum Energy	Vivid Services
Compassion Australia	Monash University	Westpac
Connectnow	MYOB	WINconnect
Diabetes Victoria	Navy Health	Woolworths
Domain Group	Nisbets	Youi

DEMO- GRAPHICS

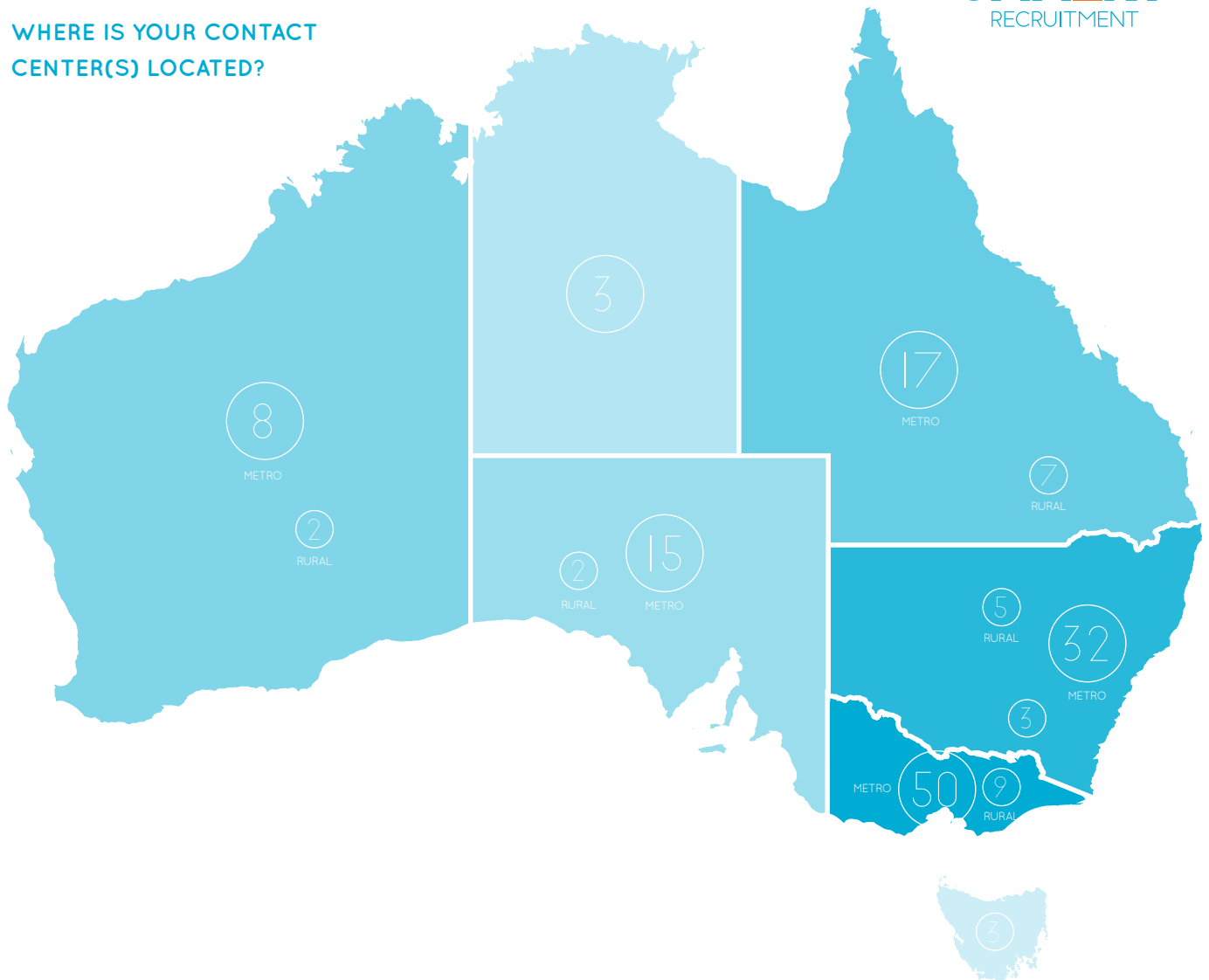
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DEMOGRAPHICS

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WHERE IS YOUR CONTACT
CENTER(S) LOCATED?



STATE	VIC METRO	VIC REGIONAL	NSW METRO	NSW REGIONAL	QLD METRO	QLD REGIONAL	SA METRO	WA METRO	WA, SA REGIONAL	NT, ACT, TAS
% CENTRES	50%	9%	32%	5%	17%	7%	15%	8%	2%	3%



Over 250 contact centres contributed to this report, with a strong mix of contact centres from right around Australia. Melbourne was the most popular location, with 50% of respondents having a contact centre there, followed by Sydney (32%), Brisbane (17%) and Adelaide (15%). Over 31% of respondents had a regional contact centre.

DEMOGRAPHICS



WHICH TYPE OF CONTACT CENTRE DOES YOUR ORGANISATION OPERATE:

ANSWER CHOICES	RESPONSE
Inhouse	72%
Outsourced/BPO	13%
Both inhouse and outsourced/BPO	14%
Other	1%



INHOUSE



OUTSOURCED
/ BPO



BOTH INHOUSE
& OUTSOURCED
/ BPO

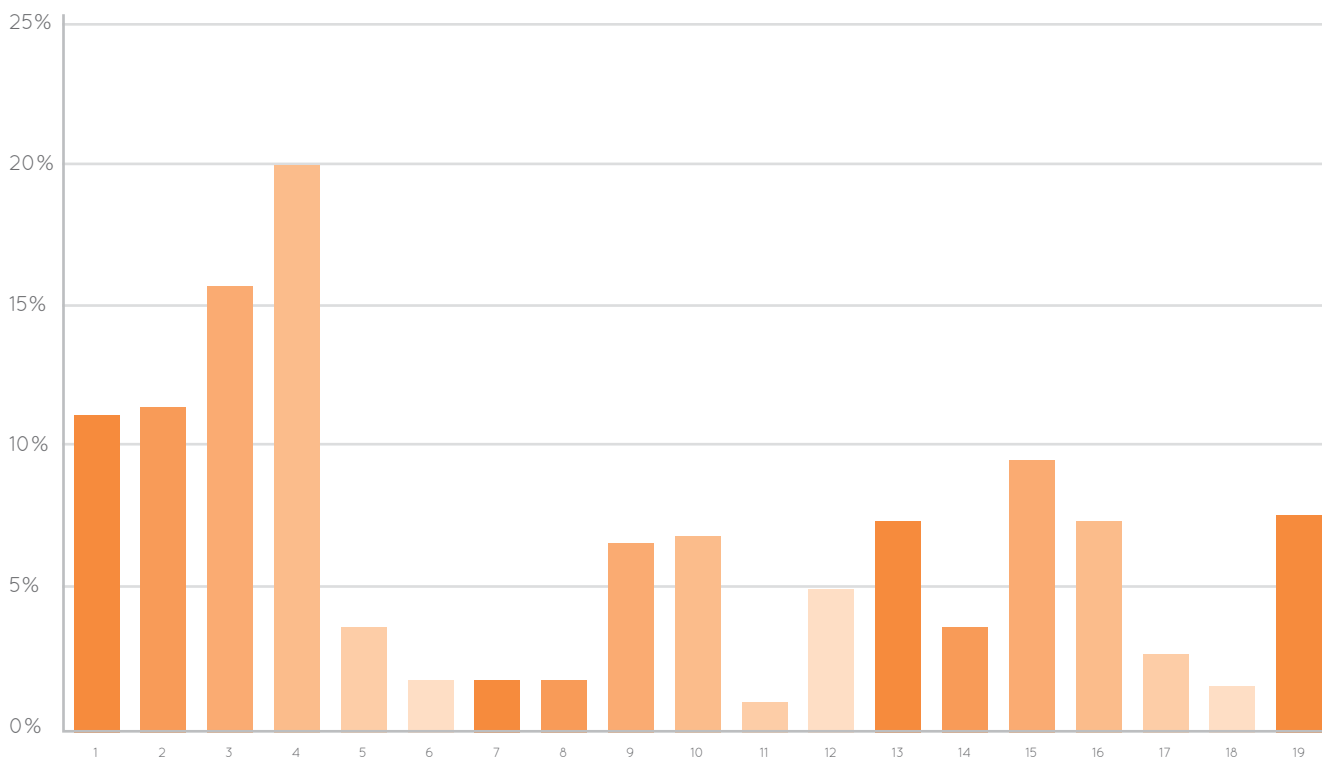
WHAT INDUSTRY (OR INDUSTRIES) DOES YOUR CONTACT CENTRE WORK IN?

ANSWER CHOICES	#	RESPONSE
Public service	1	11%
Insurance	2	12%
Utilities – gas, electricity, telco	3	16%
Banking and finance	4	20%
IT Support	5	3%
Fundraising	6	2%
Advertising	7	2%
Manufacturing	8	2%
Automotive	9	6%
Education	10	7%

ANSWER CHOICES	#	RESPONSE
Entertainment	11	1%
Not for profit	12	5%
Retail/FMCG	13	8%
Facilities, property management, cleaning	14	4%
Healthcare	15	9%
Transport and logistics	16	7%
Travel	17	3%
Real Estate	18	2%
Other	19	7%



This report deliberately sought responses from contact centres of all shapes and sizes across all industries. 48% of responses came from contact centres working across utilities, banking, finance and insurance.

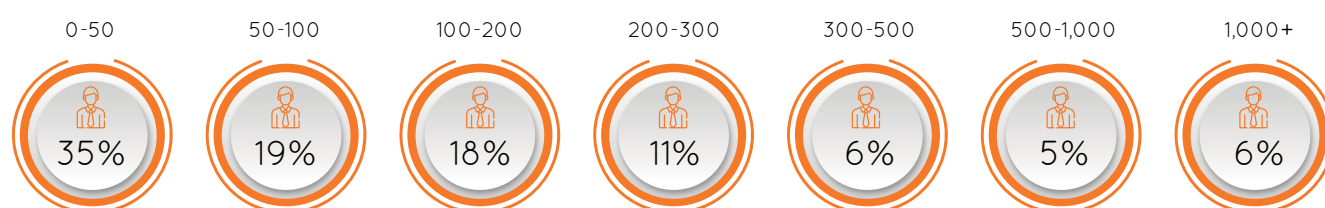


DEMOGRAPHICS

HOW MANY PEOPLE ARE EMPLOYED BY THE CONTACT CENTRE?

ANSWER CHOICES	RESPONSE
0-50	35%
50-100	19%
100-200	18%
200-300	11%

ANSWER CHOICES	RESPONSE
300-500	6%
500-1,000	5%
1,000+	6%



WHAT CALL TYPES DOES YOUR CONTACT CENTRE HANDLE?

ANSWER CHOICES	RESPONSE
Customer Service	92%
Sales – inbound	46%
Sales – outbound	35%

ANSWER CHOICES	RESPONSE
Debt collection	9%
Technical support/help desk	19%
Other	10%

