

SALARIES & BONUSES

BEST PRACTICE REPORT



SALARIES – FRONTLINE AGENTS

In our previous report (published late 2020), 48% of contact centres said they still intended to have an annual salary increase for the frontline agents despite the pandemic. This report confirms that contact centres followed through with that commitment, with modest-yet-consistent salary increases across all frontline agent roles.

The most common frontline role – Customer Service – had an approximate increase of 5% from \$53,066 + super to \$55,800 + super. Over 40% of frontline agents surveyed reported that they received some form of bonus/ commission over the past 12 months, up significantly from our last report. Those identified as senior agents enjoyed a 9% higher pay rate and were more likely to receive a bonus/commission payment (and at a higher amount).

The introduction of recruiting “remote workers” offers a new dynamic and set of challenges with regards to maintaining competitive salaries. Regions that have been traditionally offering lower salaries are now competing with higher salaries sometimes offered to their staff by contact centres from the other side of the country. At the time of writing in late 2021, 12% of all Call Centre & Customer Service jobs advertised on SEEK were work from home positions.

Salaries listed below are the national average. Locations such as Melbourne and Sydney made the largest contribution to the data, so other cities and regional areas may need to adjust accordingly.

	Average Base Salary	Detail 1	Detail 2	The average bonus paid
Customer Service	\$55,800 + super	27% of salaries are above \$60,000 + super	40% of Customer Service Agents reported getting a bonus.	\$4,150 + super
Customer Service – Senior	\$61,750 + super	38% of salaries are above \$65,000 + super	55% of Senior Customer Service Agents reported getting a bonus.	\$5,450 + super
Inbound Sales	\$56,300 + super	-	-	\$9,900 + super
Outbound Sales	\$54,100 + super	15% of salaries are above \$65,000 + super	25% of bonuses paid were above \$35,000	\$9,500 + super
Lead Generation/ Appointment Setting	\$52,100 + super	-	-	\$3,100 + super
Collections	\$62,700 + super	One in three pay a bonus of between \$2,000 - \$5,000	-	\$2,000 - \$5,000 + super
Helpdesk Level 1	\$54,500 + super	30% of salaries are above \$60,000 + super	-	Bonuses are quite rare, and small
Helpdesk Level 2 / Senior	\$66,500 + super	25% of salaries are above \$74,000 + super.	-	Bonuses are quite rare, and small
Claims Consultant	\$60,600 + super	-	-	Bonuses are quite rare, and small

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SALARIES – TEAM LEADERS

Team Leader salaries have risen by between 5-10% over the past 12 months. This has been led by a 10% increase in salaries for Customer Service Team Leaders – the most common Team Leader position. Inbound Sales Team Leader (5%), Outbound Sales Team Leader (6%) and Helpdesk Team Leader (5%) all saw increases as well.

Depending on the role type, between 12-25% of base salaries sit at or above \$90,000 + super. On the opposite end, salaries for Team Leaders working for BPOs on average sit 20-25% below the average.

	Average Base Salary	Detail 1	Detail 2	The average bonus paid
Customer Service Team Leader	\$82,200 + super	25% have a base salary of higher than \$90,000 + super	39% of Team Leaders report getting a bonus.	\$10,585 + super
	8% of Team Leaders received a bonus above \$15,000 + super			
Inbound Sales Team Leader	\$78,300 + super	16% have a base salary higher than \$90,000 + super	55% reported getting a bonus	\$9,900 + super
	18% received a bonus above \$15,000			
Outbound Sales Team Leader	\$78,600 + super	12% have a base salary higher than \$90,000 + super	68% reported receiving a bonus	\$11,900 + super
	15% received a bonus of \$25,000 or higher			
Collections Team Leader	\$79,300 + super	23% pay above \$90K	52% reported receiving a bonus	\$6,900 + super
Helpdesk Team Leader	\$80,200 + super	18% pay above \$90K	44% reported receiving a bonus	\$10,100 + super

SALARIES – WORKFORCE PLANNING AND OPTIMISATION

The rise in focus and the importance of workforce planning and optimisation over the past few years has seen inflationary pressure on salaries. At the top end Workforce Planning Managers and Leads are in high demand, with contact centres finding it extremely challenging to find and attract experienced talent if required.

	Average Base Salary	Detail 1	Detail 2
Workforce Planning Lead	\$124,800 + super	25% of salaries are at or above \$150,000 + super	–
Workforce Manager	\$127,000 + super	30% of salaries are at or above \$150,000 + super	18% of salaries are at or above \$170,000 + super
Forecaster	\$88,900 + super	60% of salaries fall between \$80,000 - \$100,000 + super	–
Scheduler	\$78,200 + super	25% of salaries are at or above \$90,000 + super	–
Real Time Analyst	\$74,400 + super	29% of salaries are at or above \$80,000 + super	–

SALARIES – SENIOR LEADERSHIP POSITIONS

Across Australian contact centres there are a variety of different senior leadership positions titles depending on the size of the contact centre, the focus of the work and the nature of the organisation.

What one organisation calls a “Contact Centre Manager” another calls “Senior Operations Manager” and some may now call “CX Manager”. When reviewing the salaries in this section it is important to read through several categories to get the full picture. We’ve dissected the roles as much we can here and gone into great detail (for example recognizing the role “Senior Contact Centre Manager”).

	Average Base Salary	Detail 1	Detail 2	The average bonus paid
Operations Manager	\$121,900 + super	24% reported receiving non-cash bonuses and/or entitlements (e.g. shares etc)	–	\$17,900 + super
Senior Operations Manager	\$146,400 + super	Big spread of salaries – 50% above \$170,000 + super, significant number below \$130,000	–	\$20,500 + super
Contact Centre Manager	\$124,500 + super	29% reported a base of \$140,000 + super or higher 18% reported a base salary of less than \$100,000 + super	53% reported earning a bonus. Top 12% earned reported a bonus of \$40,000	\$22,350 + super
Senior Contact Centre Manager	\$155,800 + super	25% reported receiving non-cash bonuses and/or entitlements (e.g. shares etc)	–	\$16,000 + super
Head of Contact Centre	\$167,500 + super	28% above \$200,00 + super	27% reported receiving non-cash bonuses and/or entitlements (e.g. shares etc)	\$19,300 + super
Head of Customer Service	\$175,100 + super	26% above \$200,00 + super	12% reported receiving non-cash bonuses and/or entitlements (e.g. shares etc)	\$35,100 + super
Head of Sales	\$141,000 + super	Smaller set of data responses compared with other roles	–	\$20,200 + super
Customer Experience Manager	\$133,500 + super	Salaries very evenly condensed	A small number received a small bonus. Other entitlements were not common.	–
Customer Service Manager	\$119,500 + super	–	–	\$13,200 + super
General Manager	\$200,000 + super	–	–	\$66,100 + super