

29th Voorburg Group Meeting

Call Centre Operation

Terry Bradley – Producer Price Indexes

statistics for informed

decision making

Overview

1. The service being priced
2. Pricing unit of measure
3. Market conditions
4. Pricing challenges

The service being priced

ANZSIC 2006 – Class 7294

ISIC4.0 – Division 82

CPC2.0 – Division 85

Selling industries

- Computer and Computer Peripheral Wholesaling
- Telecommunications and other Electrical Goods Wholesaling
- Office Property Operators
- Temporary Staff Services

Products and Services

- Telemarketing services
 - Telephone answering services
 - Telephone call centre operation
 - Voice mailbox services
- Excludes:
- Gathering and presenting marketing and public opinion data

Buying industries

- Financial and Insurance Services
- Retail trade
- Information Media and Telecommunications
- Accommodation and Food Services

Pricing unit of measure

No standard pricing mechanism

- Price per call
- Price per hour
- Charge out rate

Service is defined by:

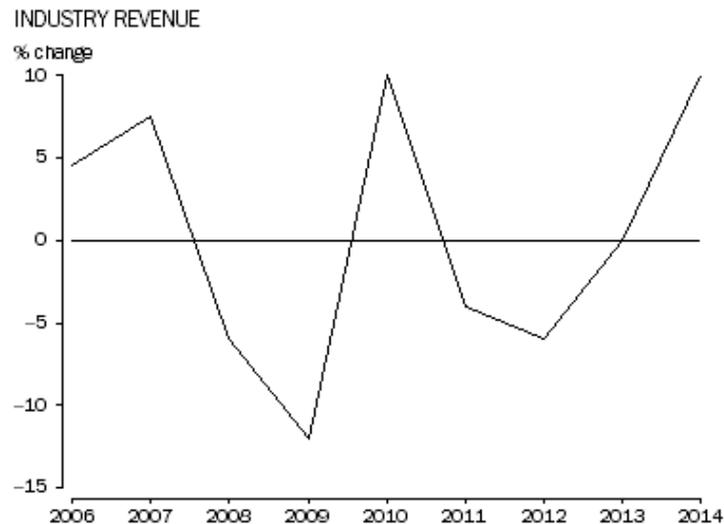
- Length of call
- Inbound/outbound
- Size of client
- Type of industry
- Type of query



Market Conditions

Volatile industry in Australia

- Mid 2000s: growth phase
- Global financial crisis : weak marketing expenditure
- Last five years: industry performance fluctuating

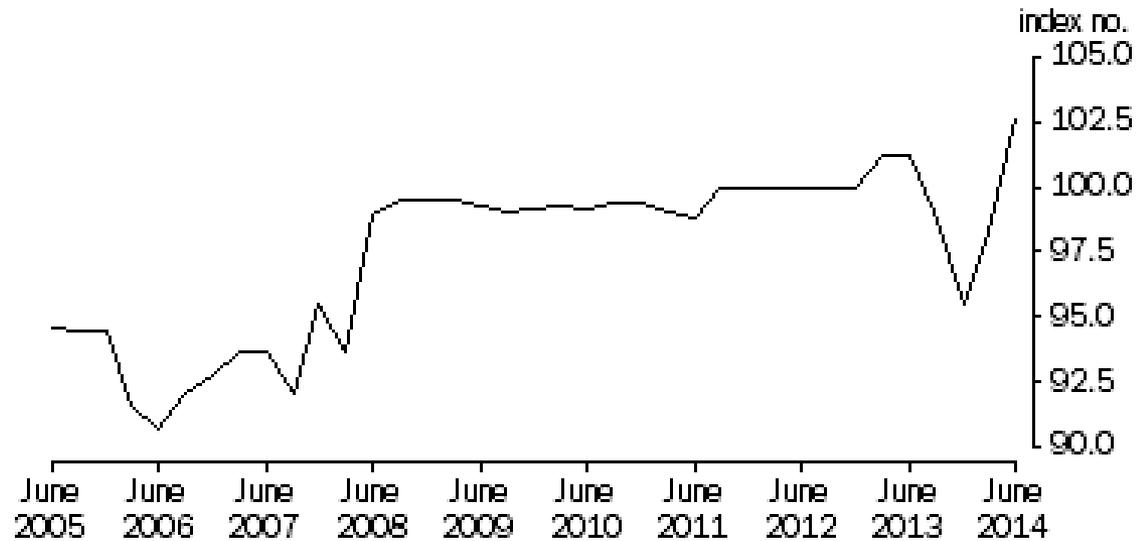


Source: IBISWorld 2014

Pricing challenges

Price volatility

CLASS 7294 CALL CENTRE OPERATION



Index reference period: 2011-12 = 100.0

Pricing challenges

Service quality

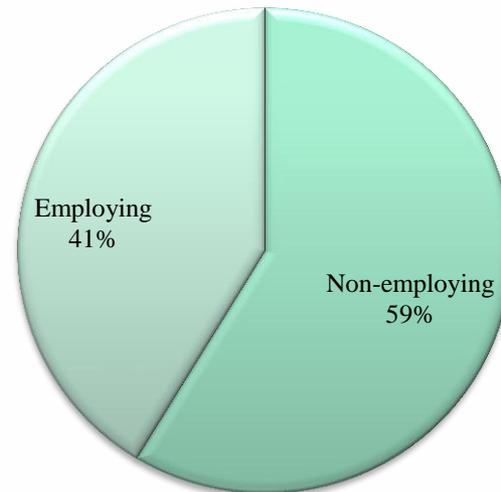
- Low quality offshore services
- Demand for quality customer service in Australia
- Re-establishment of centres domestically
- Quality adjustment?

Pricing challenges

Market share concentration

- Low market concentration
- Industry highly fragmented
- Representative sample?

Industry enterprises



Source: IBISWorld 2012

Conclusion

- Several challenges in pricing outputs of Call Centre Operation
- Volatile market conditions and pricing
- Changes in quality of service
- Sample improvement

Questions

- Please!