

# Contact Centre Action Newsletter

## **Welcome to another Contact Centre Action Newsletter!**

I don't know about you, but I am certainly not ready for Christmas. I have no idea where the last couple of months has gone - it doesn't feel like November. Maybe something to do with Melbourne's weather.....

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## **Birthday Celebrations.**

Yes, its our birthday again. We have officially been operating for three years now - and what a time that has been! In that three years we have:

- Relocated a call centre
- Established brand new call centres
- Recommended workflow and efficiency improvements
- Written business cases
- Written technology tender documents
- Analysed tender responses
- Project managed technology installations
- Developed a corporation-wide call centre strategy
- Spoken at conferences
- Written articles for industry publications (A recent article will be distributed with the next newsletter)

And we have done this in the following industry verticals:

- Banking and finance
- Resources
- Retail
- Government
- Automotive
- Telecommunications
- Transport

In the constant rush of our day to day lives it sometimes doesn't feel like anything extraordinary, but looking at this list and reflecting, it has been a very busy three years and we have proudly achieved quite a lot.

Sincere thanks to all our clients that have shown faith in us, the vendors we have worked with and everyone who has provided us with such invaluable support over the last three years.

We also have a number of ideas for additional services we can bring to market next year - so watch this space!

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**Customer Contact Management Association**

There are two more events in the CCMA calendar this year.

The first is a luncheon in Melbourne at Zinc - Federation Square on Friday December 1st, entitled The Best of the Best. The guest speaker is Mr Raj Radhwani, President ContactCentreWorld.com. For more information and bookings, please go to [http://www.ccma.asn.au/events/event\\_list.html?month=12&year=2006](http://www.ccma.asn.au/events/event_list.html?month=12&year=2006). It is almost booked out and bookings close on Monday 27th November, so please book now if you would like to come along.

The second is a luncheon in Adelaide on Friday December 8th, at the Holiday Inn entitled Turn Your Contact Centre into a Strategic Business Asset. For more information and bookings please go to [http://www.ccma.asn.au/events/event\\_list.html?month=12&year=2006](http://www.ccma.asn.au/events/event_list.html?month=12&year=2006).

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### **Christmas Wishes.**

Finally, as this will be the last newsletter for 2006, we would like to wish everybody a happy and safe Christmas and New Year. If you are taking a break, take care and enjoy the time with your family and friends. We look forward to seeing you and continuing to provide exceptional service to you early in the New Year.

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For your convenience we have recently added all our previous newsletters to our web site - [www.ccaction.com.au](http://www.ccaction.com.au). Please have a look - there may be something in a previous edition that you may find interesting.

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Do you know of anyone else who would like to be added to our distribution list? Please ask them to email their details to [spels@ccaaction.com.au](mailto:spels@ccaaction.com.au).

Until next time....

Steve Pels  
Director  
**Contact Centre Action**  
P.O. Box 479  
Seaford Vic 3198  
Australia

**Phone: +61 (0)414 593 819**  
**Fax: +61 (0)3 9766 6484**  
**Email: [spels@ccaaction.com.au](mailto:spels@ccaaction.com.au)**  
**Internet: [www.ccaaction.com.au](http://www.ccaaction.com.au)**  
**Call Action - Now!**