



**Press Release – Embargoed Until 12:01 AM 19<sup>th</sup> November 2008**

**Contact Centre Action Announces Association with Bill Lang International**

Tuesday, 18<sup>th</sup> November 2008

Contact Centre Action today announced an association with Bill Lang International, enabling them to deliver the globally recognised Scores on the Board program.

Steve Pels, Director of Contact Centre Action said ‘staff attrition has always been a challenge for the contact centre industry, and there is current evidence that the problem is increasing’.

Scores on the Board is a program that improves staff engagement, thereby significantly reducing staff attrition and reducing operating costs. Current clients are also finding that it helps their people rapidly acquire knowledge and skills to increase productivity, service levels and sales. It is based on the findings of the Harvard Business School that show happy, valued and engaged staff leads to improved customer service and greater profitability.

Scores on the Board has been used successfully by many large companies world-wide, and has resulted in reduced recruitment and training costs, improved and more consistent customer service and increased profitability.

Pels said ‘to be able to bring Scores on the Board to contact centres, and provide a solution to one of their biggest challenges will be of great benefit to the contact centre industry as a whole. It is yet another example of how Contact Centre Action can provide a total, end-to-end solution to their clients’.

Bill Lang, CEO of Bill Lang International added ‘We are excited about our partnership with Contact Centre Action who have established a reputation for bringing high quality, practical solutions to the contact centre industry’.

For more information, please email [info@ccaction.com.au](mailto:info@ccaction.com.au), or call +61 3 8648 6577

**About Contact Centre Action**

Established in 2003, Contact Centre Action is a consultancy specialising in operational and technical aspects of contact centres.

Contact Centre Action is independent of any technology vendors, and can assist customers with the acquisition and optimisation of all types of contact centre technology, including ACD, CTI, IVR, Routing, Reporting, Call Recording, Workforce Management, Outbound Dialling, Speech Recognition and Biometric Verification. We do not sell technology but can source technical solutions from a variety of vendors.

Contact Centre Action can also provide assistance with operational aspects of contact centres, including recruitment, customer service, metrics and measurements, staff retention, process improvement, cost reduction, contact centre relocation and centralisation. All staff have ‘hands on’ operational experience in operating and managing contact centres. We don’t just understand the theories, we have practical experience in managing staff in this often high-pressure environment.



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