



the expertise, the experience

the facts

Study of Contact Centres in Tees Valley

Summary of Research Findings

2008



Contact centres in the Tees Valley



Objectives & Methodology

- **The objectives of the research were to:**
 - ▶ Profile the Contact Centre industry in the Tees Valley
 - ▶ Generate data about the local market and discover how this compares nationally
 - ▶ Seek the opinions of companies towards the Tees Valley and its suitability for Contact Centres
 - ▶ Seek the opinions of Contact Centre agents
- **In-depth interviews were conducted with 10 major Tees Valley Contact Centres and surveys circulated to agents.**
- **They operate in a number of different fields, including outsourcing, security, sales booking and social housing.**

Companies Interviewed

- **Anglian Water**
- **British Telecom**
- **Cleveland Police**
- **Coast & Country Housing Ltd**
- **First Choice Travel**
- **Garlands Calls Centres**
- **Housing Hartlepool Ltd**
- **OCS (SembCorp Utilities HQ)**
- **Respondez (Spanco Europe)**
- **Tees Valley Housing Group Ltd**

Contact centres in the Tees Valley



Key Findings

- **Low staff turnover and absenteeism rates**
- **Very positive attitude towards staff training and development**
- **High levels of satisfaction with important Tees Valley attributes, such as availability of workforce and premises, as well as key infrastructure**
- **Employers were positive about the future of their Contact Centre in a location which is moving forward**
- **Staff were overwhelmingly positive about both the Tees Valley and the Contact Centre sector as a place and industry in which to work**

Tees Valley Employees

- **The typical Tees Valley Centre is made up of 30% male and 70% female employees, matching the national average**
- **72% of employees work full time with 28% part time**
- **The average agent is between 25 and 34 years old**
- **24% of Tees Valley agents are under 24, 29% between 25 and 34, and 25% between 35 and 44**
- **Over 21% of employees are over 45, a group which has seen a large increase over the past 7 years**

Contact centres in the Tees Valley



Value For Money Employees

- The average starting salary for Outsourced Call Centre agents workers in Tees Valley is **£11,500**
- This is well below the national average of **£13,000**
- The average starting salary for Public Sector Call Centre agents workers in Tees Valley is **£14,600**
- This is under the national average of **£14,800**

Average Tees Valley Salaries Compared To The National Average



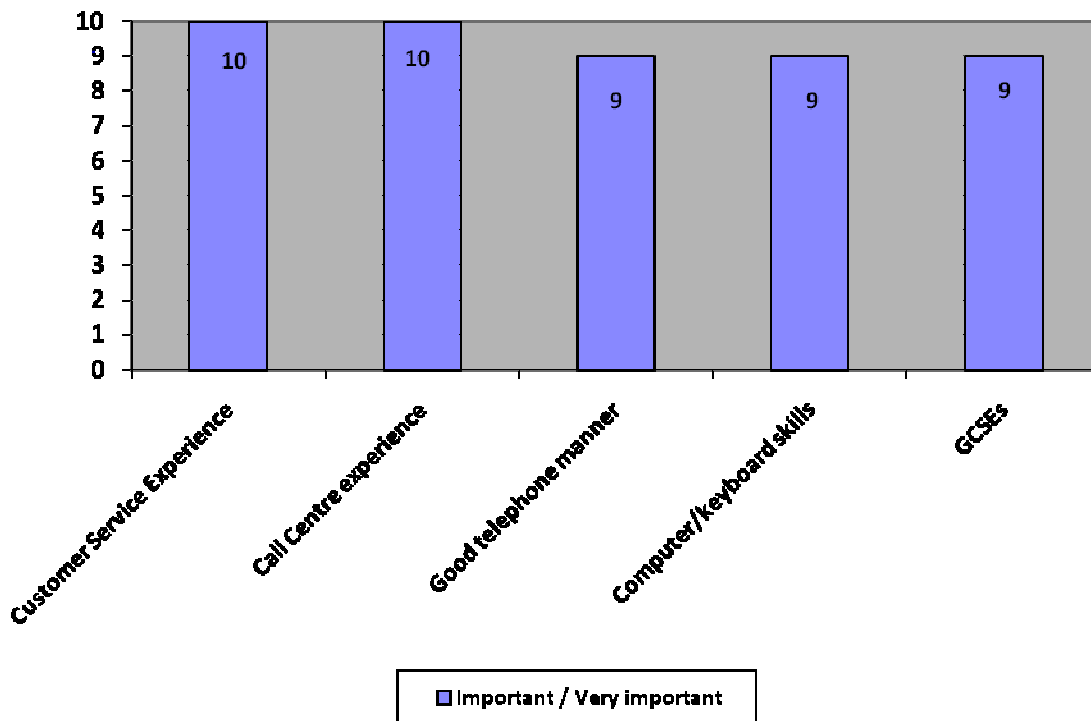
Contact centres in the Tees Valley



Recruitment Criteria & Success

- Previous experience is seen as the most important criteria for Contact Centre agents
- Contact Centres rated direct and internet recruitment as very effective in the Tees Valley
- Contact Centres rated the availability, suitability and flexibility of staff in Tees Valley as very good

Recruitment Criteria: by importance



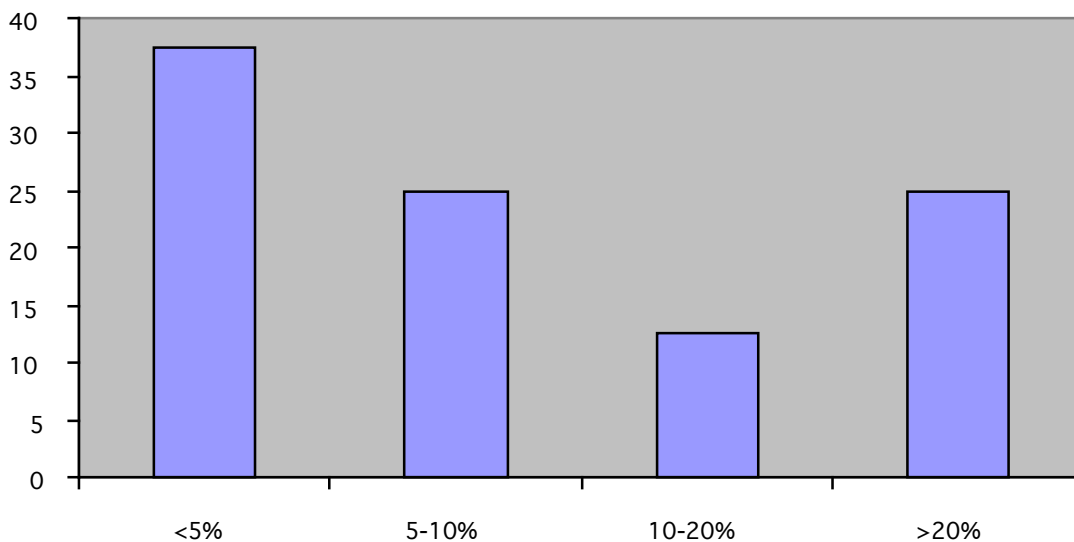
Contact centres in the Tees Valley



Excellent Staff Retention

- Half of Tees Valley Contact Centres had staff turnover rates of under 10%
- The Tees Valley average turnover was 16%, almost half the UK industry average of 30%
- Staff absenteeism in Tees Valley Contact Centres is 5.9%, almost half the national industry average of 9.3%

Annual Staff Turnover



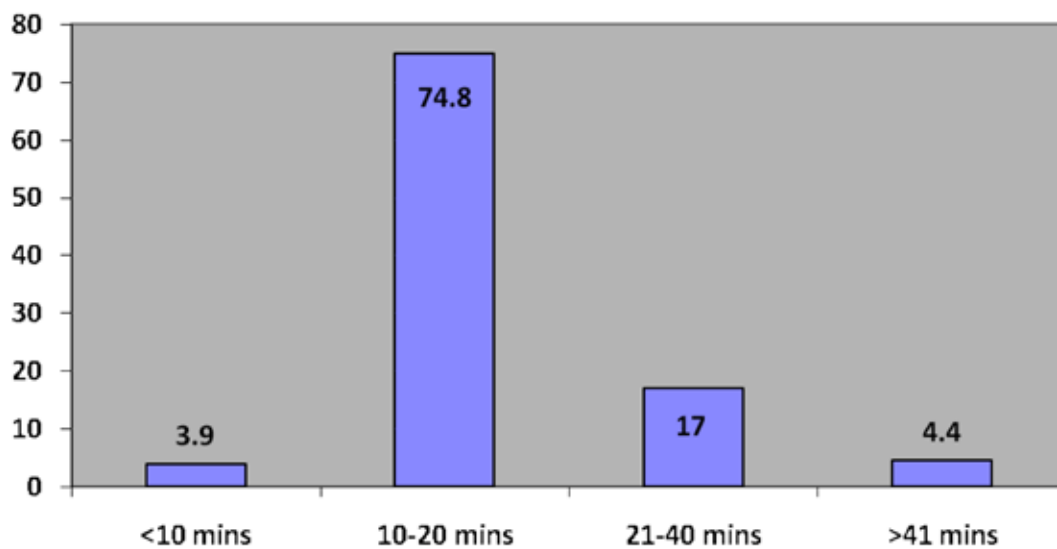
Contact centres in the Tees Valley



Large Catchment Area & Short Commuting Times

- Staff commuting times to work are almost exclusively under 40 minutes
- 80% said it was less than 20 minutes
- Transport infrastructure in the Tees Valley was rated highly

Average Journey To Work Time



Contact centres in the Tees Valley



Training & Up-skilling

- **There is a very strong commitment towards staff training and development, with every respondent offering training beyond induction**
- **At an average of 4-6 weeks, more training takes place in Tees Valley Contact Centres than the national average**
- **Every Contact Centre had a system of induction customised to their individual operation**
- **The training infrastructure in the Tees Valley was rated positively by the overwhelming majority of Contact Centres**

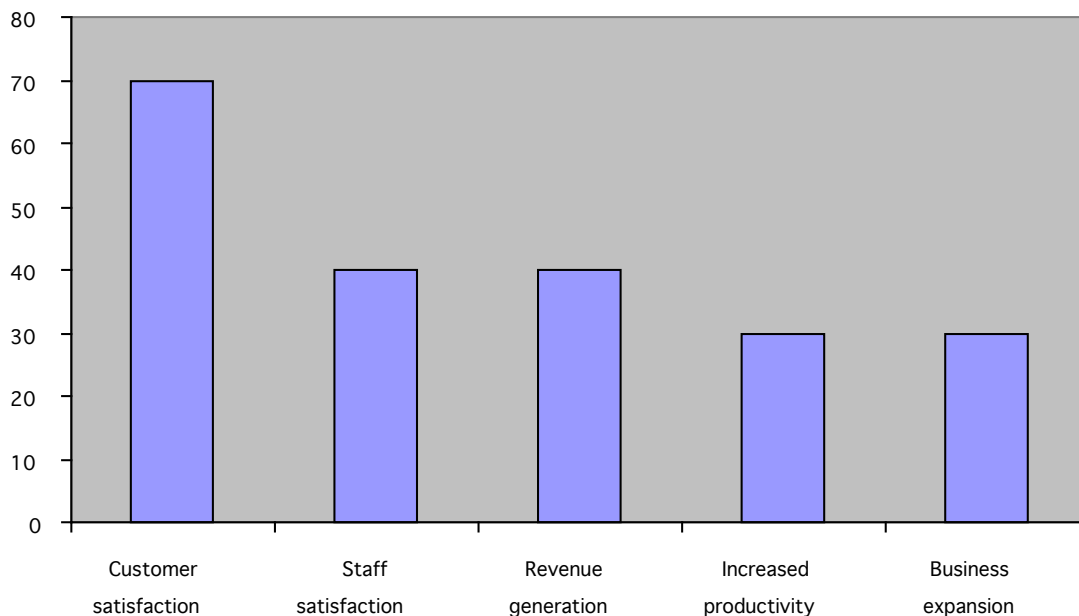
Contact centres in the Tees Valley



Current & Future Operations

- **The Tees Valley Contact Centre industry works a huge variety of different hours and shift patterns**
- **Over 70% of Contact Centres in Tees Valley are open 7 days a week, with 40% operating 24 hours a day**
- **30% of centres said that they were thinking of expanding in the near future**

Priorities For The Future



Contact centres in the Tees Valley



Why the Tees Valley

- **The main reasons for locating in the Tees Valley were:**
 - ▶ Low turnover of staff
 - ▶ Staff flexibility
 - ▶ Potential room for expansion
 - ▶ Supply of good-quality buildings
- **Particular praise for the quality of buildings, with one Contact Centre saying: “An awful lot of choice [for suitable buildings] – top marks”**
- **Respondents believed that the Tees Valley should be promoted as an attractive place to live and work**

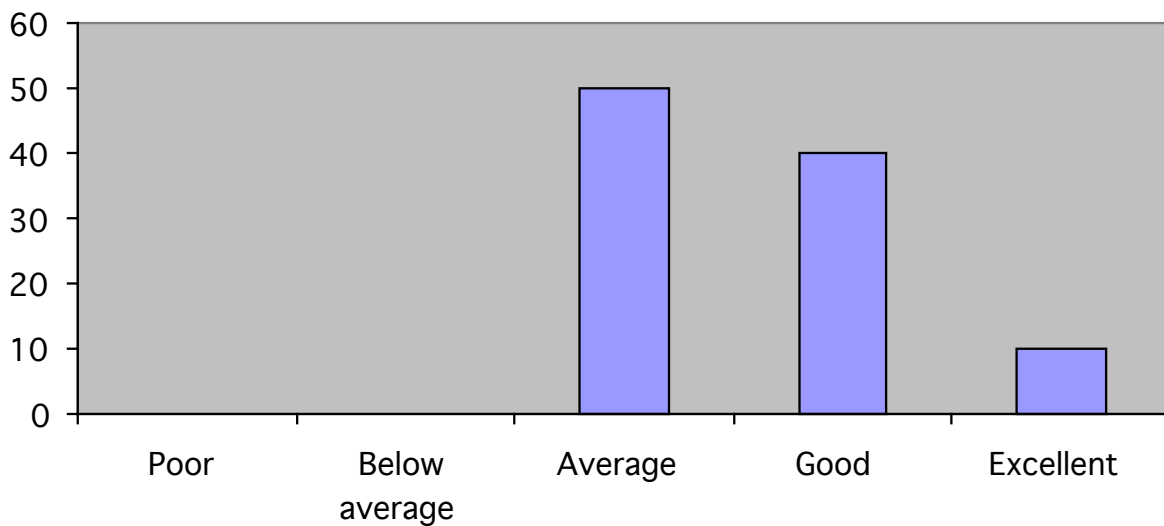
Contact centres in the Tees Valley



Tees Valley Attributes

- Not a single Contact Centre rated the Tees Valley location as poor
- More than half rated the area as 'good' or 'excellent' for their business
- Over 75% of respondents did not think that the Contact Centre market in Tees Valley was saturated

Overall Perception Of Tees Valley As A Contact Centre Location



Contact centres in the Tees Valley

Don't take our word for it... What Contact Centres say about the Tees Valley...

- **Contact Centre A: "We don't have a problem identifying staff – we get plenty of the right calibre"**
- **Contact Centre B: "Always been able to recruit good members of staff"**
- **Contact Centre C: "The ability to have business premises close to centres of population is the secret to this business's success"**
- **Contact Centre D: "It has got good links, a very decent infrastructure and it can compete on a national front"**

How Contact Centre agents view the Tees Valley

- **86% said it was easy to get to work**
- **79% were satisfied with their working hours**
- **79% thought they had been given adequate training**
- **81% were satisfied with the building they work in**
- **66% were satisfied with working within the Contact Centre industry**
- **77% were satisfied with Tees Valley as a place to work**

Contact centres in the Tees Valley



Benefits of locating your business in Tees Valley

- **Flexible, hard-working employees who offer excellent value for money**
- **Very positive attitude towards staff training and development**
- **Very low turnover and staff absenteeism rates**
- **Joining some of the world's biggest companies, such as Orange, Virgin Media SABIC, AMEC, Aker Kvaerner, Barclaycard, Tata and SembCorp**
- **Being part of a fast-growing, dynamic and diversifying economy**
- **2 world-class, growing universities and first-class further education**
- **The fastest road traffic speeds in the UK and excellent rail, air and port links**
- **House prices which are more affordable than any other area of the UK**
- **An area described by Lonely Planet as the "most exciting, beautiful and friendly region in the whole of England"**



the expertise, the experience

the facts

to find out more

www.teesvalleyregeneration.co.uk/business-relocation

for more information contact

Business Investment Team

Tees Valley Regeneration | Cavendish House | Teesdale Business Park
Stockton on Tees | Tees Valley | TS17 6QY

tel **01642 632020**

email **info@teesvalleyregeneration.co.uk**