

Contact Centre Interactive Forum

February 2007

**with Birmingham City Council
and Hays Contact Centres**

Salary

Benefits

Attrition

Agenda

- Hays in Numbers
- Salary Survey 2006: Results
- The Impact of Benefits
- Summary
- Feedback



Hays In Numbers

- Largest publicly listed recruitment group in the UK
- Over 6,400 staff, 350 offices, 24 countries
- 2006 we placed 40,000 people in permanent work
- Weekly we place 38,000 temporary workers into work



OUR AIM

is to be the best specialist recruitment company in the world

OUR PURPOSE

is to place the **right person** in the **right job** every time

OUR VALUES

Passionate about People

Work with Empathy

Take Personal Ownership

Expect Excellence

Forward Thinking



Hays Contact Centres

- Customer Contact Specialists
- 16 UK Offices
- Midlands: Birmingham, Coventry, Leicester, Leamington Spa
- Areas of Expertise:
 - Processing
 - Inbound & Outbound Service
 - Inbound & Outbound Sales
 - Team Leader / Manager
 - Operations Management
 - Training
 - Analyst
 - Planning/Forecasting

Salary Benefits Survey - Overview

Background

- Annual Salary Survey
- Useful tool for clients in recruitment process
- Important to question candidate motivations around career, aspirations, benefits, the industry

Methodology

- Survey conducted during 2006
- Over 10,000 candidates surveyed
 - Hays uk Database
 - Online readership via CCF
- Over 15,000 client contacts surveyed
 - Hays uk Database
- Mix of online questionnaire and one to one interview

Candidate Responses

Profile

Average Age 33.67

Average Age

Male: 34.7

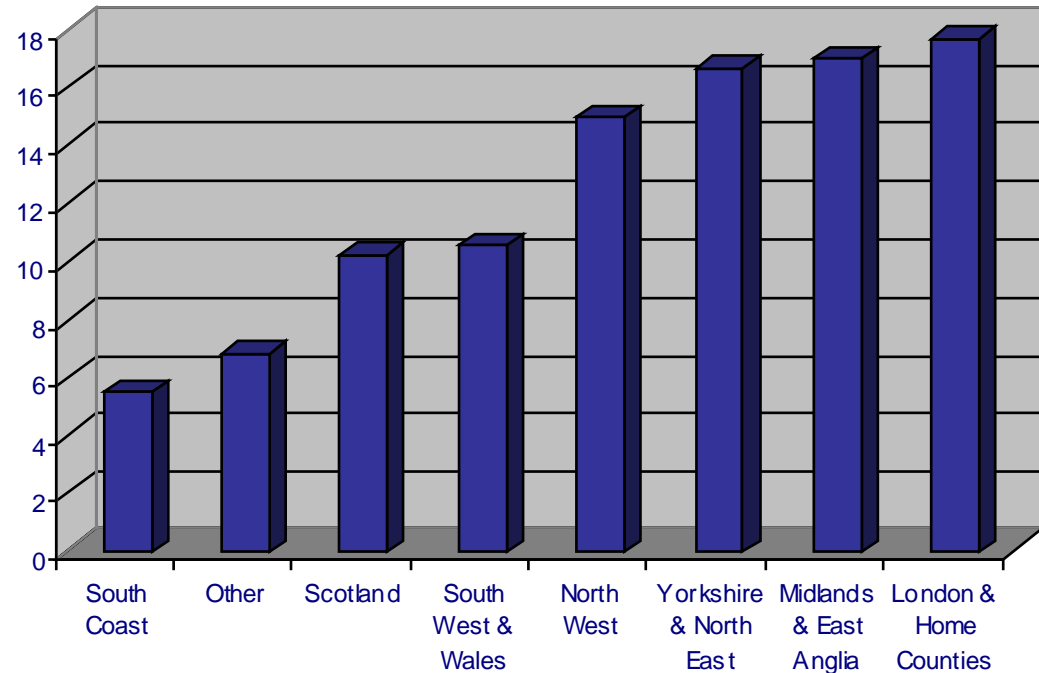
Female: 32.6

Average length of service

2.42 years

Role types

Working across customer services, inbound and outbound sales, collections



Salary Survey 2006 - Key Findings

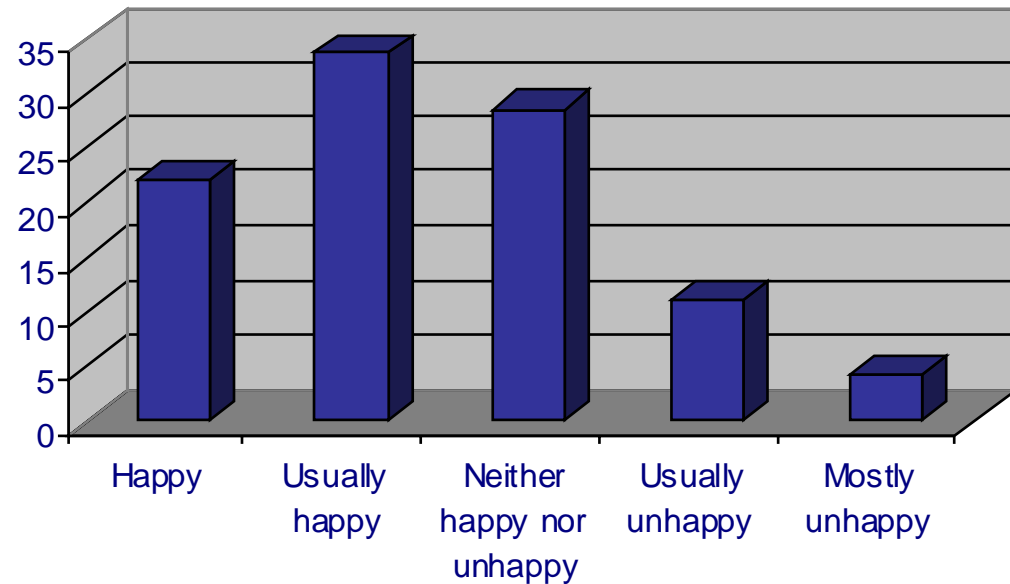
- Wage inflation running at 3%
- Salaries in central Birmingham strong
- Less so in outlying areas like Coventry, Leicester
- Overall slightly behind UK average
 - Service with sales 12.5k (14k) vs. 13k (16k) average
 - Service 12.5k vs. 13k average
 - Team Leader 22k vs. 24k average
- Management level roles on a par/ahead
 - Director 80k vs. 71k average
 - Centre Manager 40k vs. 40k average



- The Importance of Benefits
- Why do People Leave?
- Why do People Stay?

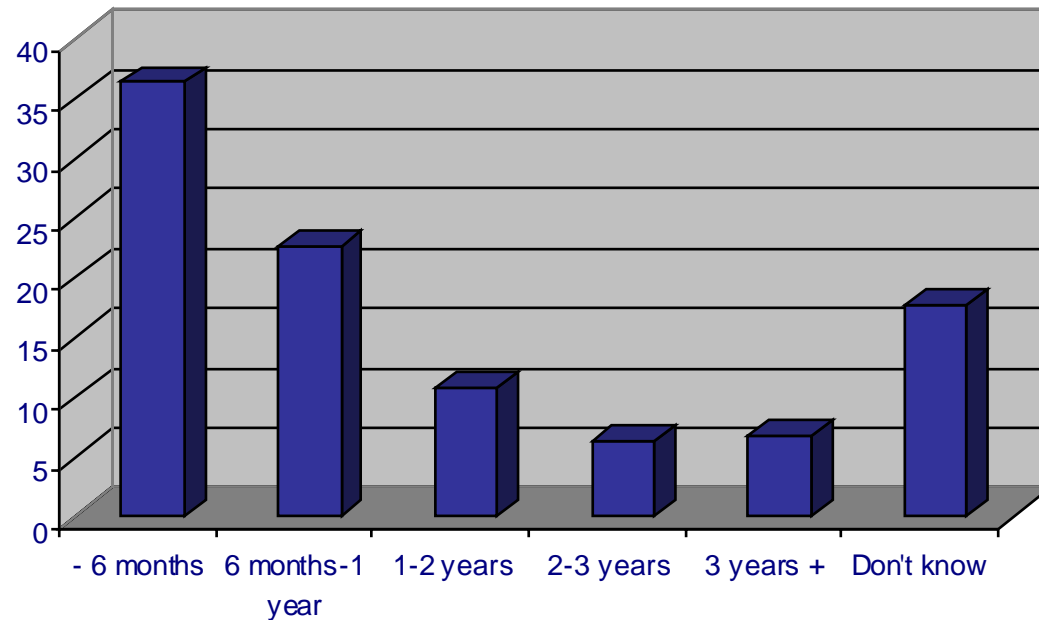
How Satisfied are you in your current role?

- Over 50% of people are happy with their current role
- Length of service played a part – most unhappy people have worked in the industry over 5 years
- Those happy have worked in the industry for less than 2 years



When do you think you might move on from your current role?

- 56% may consider moving on within a year, 35% with 6 months
- Staff attrition is still a challenge



What factors might influence your decision to change?

	%
For a new challenge/more interesting work	51.4
To increase salary	40.1
For enhanced career development opportunities/prospects	38.4
Wanting more responsibility/seniority	31.6
For better training & development opportunities	29.6
To obtain an improved benefits package	26.9

- 89% of those surveyed
 - New Challenge
 - Career Development
- Far outweighs 40% looking for more money – do not ignore

Things to consider

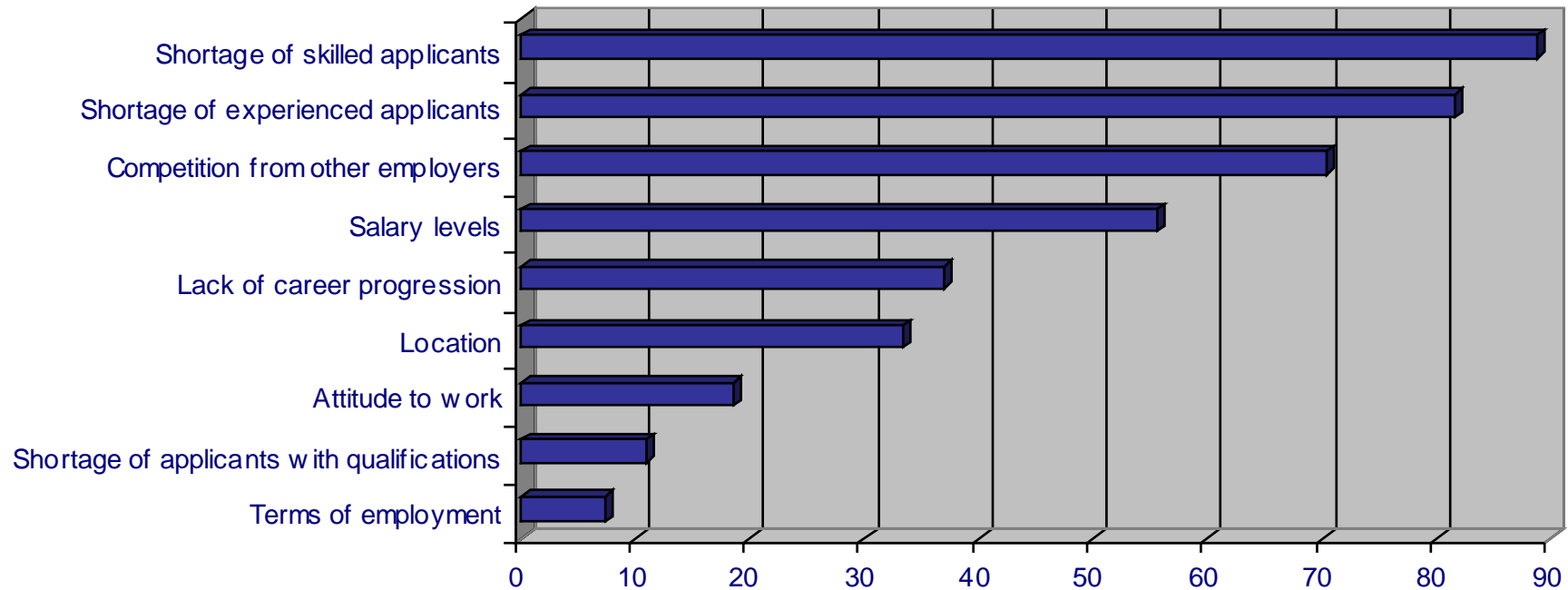
- People are motivated not purely by a desire for more money
- Are you getting the most from your workforce?
- What opportunities currently exist for multi skilling, interdepartmental transfers etc?
- How well are career development opportunities communicated?
- How could training re-energise your workforce and make them feel more valued?

Why consider these issues?

- Over 80% of workers would or might stay
- Over 45% said they would stay for 2 years or more

Factors Affecting Recruitment

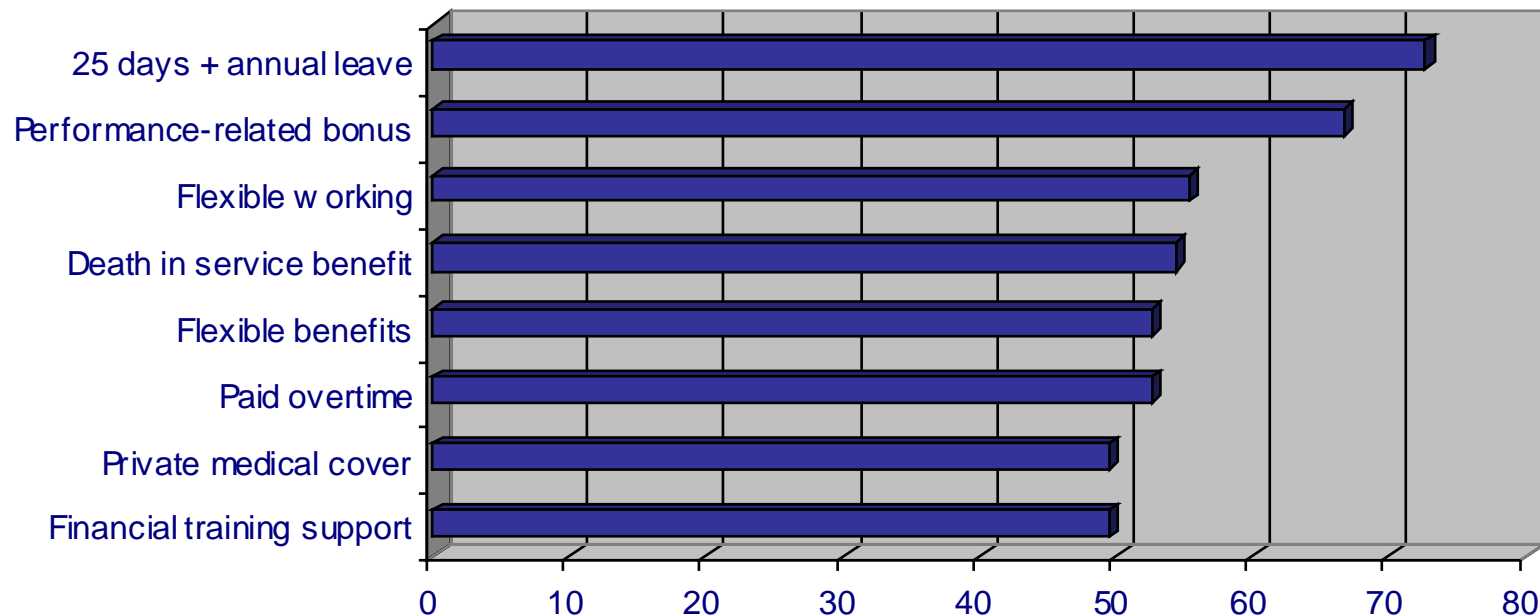
- 80% of you have recruited in the past 12 months
- Almost 60% of you have struggled



- Ability to attract the right candidate is key

Benefits packages - Are they important?

- Benefits cited as being very important to a future role
- May impact on a decision to accept or decline



Key Findings - Benefits

25 Days Holiday

- Over 70% of employees stated as very important
- Just over 30% of employers offer to all staff

Performance Related Pay

- Over 2/3 respondents said this was important
- Less than 30% of employers offer to all staff

Flexible Working

- Over half identified as important
- Offered by less than 25% of employers

Paid Overtime

- Identified by over 50% of respondents
- Only offered to all staff by 1/3 of employers

Things to Consider

- Flexible working, job sharing, holiday entitlement are key factors
- Companies offer to selected staff - seniority, length of service
- Can this be rolled out to more staff?
- What additional 'no cost' benefits can be offered?

Summary

- More Contact Centre workers change jobs to find a new challenge or more interesting work
- Over half of employees may consider a move in the next 12 months
- Over 81% would stay if some of the issues were addressed
- Work life balance is now almost more important to people than any other benefit.



Feedback

Contact Centre Network Interactive Forum Improving Performance – Absence, Attrition and Salary



Thank you for attending today. In order for us to continue participating at, and running events of relevance we would be grateful if you would take a moment to complete this feedback form and hand it to one of our representatives – or simply leave it on your chair for collection.

Was the roundtable worthwhile attending? Yes No

Would you like to be informed of similar events in the future? Yes No

Which aspect did you find most interesting/most useful?

.....

Which aspects could be improved – and how?

.....

Are there any other topics that you would like to be covered in the future?

.....

.....

How would you rate the quality of the discussion?

Did you get the opportunity to air your views?