



National Association of Call Centers *In Queue*



The fun, informative, and unique newsletter for the call center industry

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Pearls Of Wisdom

"Make it work."
~ Tim Gunn

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Hi {FIRST_NAME|Valued NACC Member},

Welcome to this month's issue of the NACC In Queue newsletter!

From Drums To Digital: The African Contact Center Industry

Rod Jones, Principal, Rod Jones Contact Centre Consulting, rod@rodjones.co.za

(Note from Paul: This article is a guest submission from Rod Jones, the premier contact center guru on the African continent. I have known Rod for the past 20 years and, given the fascinating contact center activity in Africa, I asked Rod if he would provide a market overview for us. What follows is meant to provide us all with an introduction to the contact center industry in this increasingly dynamic market.)

Many may regard Africa as 'The Dark Continent'; 54 individual countries forever at war or fraught with famine, political unrest and corruption on a massive scale. But for others, Africa represents the next economic frontier; a market currently comprised of 1.1 billion people and growing fast, along with a slow but steady increase in personal economic activity.

Africa is a big place. A very, very big place. In fact, Africa is larger than China, India, The United States and most of Europe all put together. The continent's resources have, since colonial times, been the focus of attention of most of the world's industrialised nations. And today, the race is on, with China as the most notable presence and rapidly becoming the dominant foreign economic player in Africa.

Reports From The NACC

The NACC has been burning the midnight oil and typing until our fingers are sore to bring out reports to our members. Each is listed below. If you are interested to see what we are writing about, click on the links below and download the executive summary of each. If you like what you see, join the NACC so that you can view these reports and others that will be coming out soon on our website. These reports will ensure that you know the latest trends in the industry.

- [Kodak Alaris Launches AI Foundry To Deliver Artificial Intelligence-Based Solutions For The Contact Center: November 2015](#)
- [HireIQ Candidate Optimizer Disrupts The Status Quo. Powers Revolution In Customer Service Human Capital Management: May 2015](#)
- [Verint Jumps Into The Gamification Game: April 2015](#)
- [Research Update - Strong 4th Quarter Tops Year Of Growth For The 2014 U.S. Contact Center Industry Employment: March 2015](#)
- [Geo-Fencing: Expanding The Contact Center Boundaries?: November 2014](#)
- [Neural Phonetic Speech Analytics: The Brains behind Nexidia Interactions Analytics 11.0: July 2014](#)



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In recent years, thanks to massive oil exports (despite the falling price), Nigeria has emerged as the largest economy in Africa; also boasting by far the largest population – a staggering 173 million people.

But it is South Africa with a population of a mere 52 million, now 22 years out from under the shackles of apartheid, that has emerged as the continent's most advanced country; certainly in terms of physical and commercial infrastructure. And it is this environment that the largest call center industry in Africa thrives, with over 2,500 call center operations employing an estimated 250,000 people and sustaining a steady compound annual growth rate (CAGR) of well over ten percent, much of which is being driven by significant growth of the BPO sub-sector. Currently, South African BPO operators employ an estimated 35,000 agents (FTE's) servicing international customers with the bulk of these being located in the UK but with significant numbers servicing US and Australian clients.

In a follow-up article, I will expand on how the African call center industry is growing; the social and economic drivers; the challenges and the opportunities.

Won't You Give Us A Hand? One Last Plea

Paul Stockford, Research Director, NACC & Chief Analyst, Saddletree Research,
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Well, it's almost time to start the analysis work on our annual survey and we still need more input in order to reach the number of completed surveys to make the work statistically valid. As you know, we don't publish anything we can't back up and we still need more input to make our survey results representative of the U.S. contact center industry as a whole. Will you help us?

All you have to do is go to https://www.surveymonkey.com/r/NACC_2016 and give us the five minutes it will take to complete our closed-ended survey questions. Each year that we have conducted our survey in the past there has been a bunch of you out there that step up for us, but your response hasn't just been felt this year. If you've been

[Nexidia Pushes Speech Analytics Envelope with Nexidia Interaction Analytics 11.0: July 2014](#)
[The Time is Now: Workforce Optimization Becomes Reality for the Small-to-Medium-Sized Contact Center: July 2013](#)
[Finding the Silver Lining in the Contact Center Cloud: May 2013](#)
[The At-Home Agent Movement - A Benchmark Quantitative Analysis: January 2013](#)
[State of the Call Center Industry Report: 2nd Quarter 2012 Data](#)
[State of the Call Center Industry Report: 1st Quarter 2012 Data](#)
[Contact Center Mobility Study: May 2012](#)
[State of the Call Center Industry Report: 4th Quarter 2011 Data](#)
[State of the Call Center Industry Report: 3rd Quarter 2011 Data](#)
[State of the Call Center Industry Report: 2nd Quarter 2011 Data](#)
[State of the Call Center Industry Report: 1st Quarter 2011 Data](#)
[State of the Call Center Industry Report: 4th Quarter 2010 Data](#)
[State of the Call Center Industry Report: 3rd Quarter 2010 Data](#)
[State of the Call Center Industry Report: 2nd Quarter 2010 Data](#)
[State of the Call Center Industry Report: 1st Quarter 2010 Data](#)
[State of the Call Center Industry Report: 4th Quarter 2009 Data](#)
[State of the Call Center Industry Report: 3rd Quarter 2009 Data](#)
[State of the Call Center Industry Report: 2nd Quarter 2009 Data](#)
[State of the Call Center Industry Report: 1st Quarter 2009 Data](#)

presence hasn't yet been felt this year. If you've been waiting for the last minute, this is it!

Please go now to

https://www.surveymonkey.com/r/NACC_2016 and do us a big favor – fill out the survey for us, then watch this space over the next few months to see what we uncover when we start the analysis of the 2016 results. Thanks in advance!

"...migration of contact center-style workforce management software migrating to the back office."

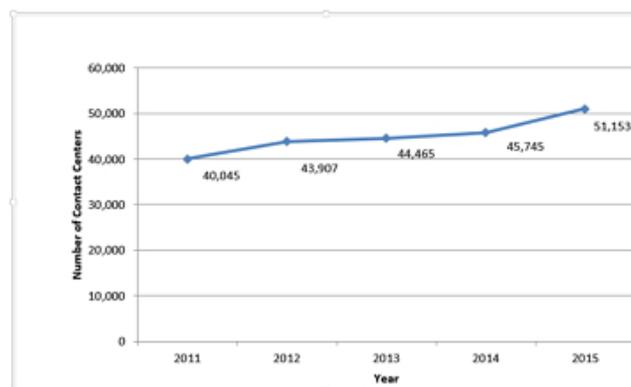
Back Office Bingo: Workforce Management And Shared Resources

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research,
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One of the best things to come out of our annual NACC survey (see above article) is the fact that it allows us to identify and investigate important industry trends that will likely affect you, the customer service professional, in the future. One such trend that has come to our attention is the trend toward sharing resources

between the front office contact center and the back office; in particular the sharing of workforce management software.

We began looking at the merging of the reporting structure of the front office and back office several years ago. The graph below illustrates the strength of this trend, bringing the front office and back office together in terms of reporting to the same internal organization.

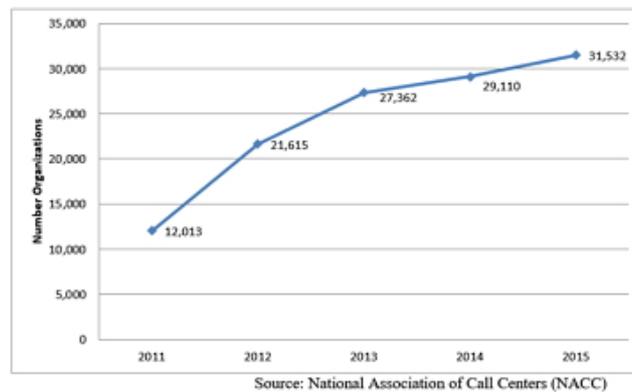


Source: National Association of Call Centers (NACC)

[North American Contact Center Industry 2008-2009: The Year in Review and a Look Ahead](#)
[State of the Call Center Industry Report: 4th Quarter 2008 Data](#)
[60 Ideas in 60 Minutes: 2008 Session](#)
[60 Ideas in 60 Minutes: 2007 Session](#)

There was a sharp increase in this merging of reporting structure during 2015, which we expect to continue in 2016.

This merging of reporting function has been well-supported by the migration of contact center-style workforce management software migrating to the back office. The graph below shows the number of enterprises using workforce management software in both the front office contact center and the back office.



The reader will undoubtedly notice that this number has nearly tripled in the past five years, growing steadily year over year after an initial growth spurt in 2012. More than half of the businesses that have the front office and the back office reporting to the same internal organization are now workforce management software to schedule both functions.

On Thursday, April 21st, I'll be participating in a webinar that specifically address the unique needs of the back office relative to workforce management.

Sponsored by Verint, you can join us on this webinar by [clicking here](#) and signing up. I'll be discussing these back office workforce management trends in a little more details and we will be answering questions as they come in from audience members. Should be a good session – hope to see you there!

Call Center Comics



If you like this comic and would like to see more, write Ozzie at callcentercomics@yahoo.com and visit his website at <http://callcentercomics.com> or just click on the comic to take you to his page. The NACC appreciates Ozzie letting us use some of his comics in our newsletter.

To view past issues of In Queue, please [click here](#).

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