

## Asia Pacific Customer Service Contact Center Salary & HR Policy & Retention Survey

### Asia Pacific Customer Service Contact Center (CSCC) Salary & HR Policy & Retention Survey

Reference date: 1st of January and July 2011

#### **DEPLOY HUMAN RESOURCES INTELLIGENCE FOR COMPETITIVE COMPENSATION STRATEGY!!**

**Human Resources Intelligence** Asia Pacific Customer Service Consortium (APCSC) organizes this Compensation & Retention Strategy Benchmarking Program to provide human resources intelligence for contact centers in the region. The objective is to reduce staff turnover rate and to elevate the customer service quality and productivity in the region. Market data and analysis on the benchmark data are prerequisites for a competitive compensation policy that can effectively reduce staff turnover.

**Market Trend** With increasing deployment of customer service and contact centers operations in Asia Pacific, many companies are keen to recruit and attract customer service and contact centers professionals who are capable of delivering high quality customer service and generating sales through customer contact. As the economy is growing, major business sectors are aggressively hiring high caliber candidates with substantial increases in base salary and other incentives and commission schemes. Therefore, most customer service and contact centers are also experiencing high staff turnover rate. High staff turnover not only increases costs in recruitment, training and productively, but also seriously affects customer satisfaction, retention, loyalty and staff morale.

**High Staff Turnover** We are inviting Best-in-Class companies from all service industries to participate in the Customer Service Contact Center Salary, HR Retention and Policy Survey 2011 with reference date, 1<sup>st</sup> Jan and July 2011

**Program Invitation** We are inviting Best-in-Class companies from all service industries to participate in the Customer Service Contact Center Salary, HR Retention and Policy Survey 2011 with reference date, 1<sup>st</sup> Jan and July 2011

#### **I. Customer Service Contact Center Salary Benchmarking Positions for both Permanent and Contract:**

Senior Management	Head, Customer Service/ Business Unit (GMC50) Senior Manager, Customer Service (SMC50)
Middle Management	Telesales Manager (TSM40) Customer Service Manager/CRM Manager (CSM40)
Supervisory	Telesales Supervisor (TSS30) Customer Service Supervisor (CSS30) Technical Support Supervisor (TCS30) Quality Assurance Officer (QAO30)
Experienced Frontline	Inbound Telesales Representative (ITR20) Outbound Telesales Representative (OTR20) Customer Service Representative (CSR20) Technical Support Representative (TSR20)
Junior Frontline	Inbound Telesales Representative (ITR10) Outbound Telesales Representative (OTR10) Customer Service Representative (CSR10) Technical Support Representative (TSR10)

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### II. Customer Service Contact Center Human Resources Policy - Permanent versus Contract

- I: Customer Service Contact Center Working Schedule and Holidays.
- II: Customer Service Contact Center Industry and Size.
- III: Salary Increase and Staff Turnover Rate
- IV: Customer Service Contact Center Allowances & Overtime Pay.
- V: Sales and Performance Incentive Scheme.
- VI: Staff Retention Program

**Benefits** After analyzing the data, the salary increase rate will be provided for you to compare your own pay structure, get a competitive compensation policy, attract, motivate and retain your employees.

### Enrollment Form

For more information, please contact Ms. Stella Lau at (852) 2174 1428

Yes, I would like to join the Asia Pacific Customer Service Contact Center Salary & HR Policy & Retention Survey with reference date: 1st of Jan 2011 at HK\$15,000 (US\$1,925) per City (One Report):

Yes, I would like to join the Asia Pacific Customer Service Contact Center Salary & HR Policy & Retention Survey with reference date: 1st of Jan and July 2011 at HK\$25,000 (US\$3,210) per City (One Report & One Update Report):

Hong Kong  Guangzhou  Shenzhen  Other Cities: \_\_\_\_\_

Participate Best-in-Class (BIC) [CRM Contact Center Benchmarking](#) and receive 20% discount on HR Survey

Participate Best-in-Class (BIC) [CRM Telemarketing Benchmarking](#) and receive 20% discount on HR Survey

Your Details		Company Details	
Full Name		Company Name	
Job Title		Address	
Department			
Email Address			
Telephone		City	
Fax		Province	
Postal / Zip Code		Country	

\_\_\_\_\_  
Company Chop & Signature

\_\_\_\_\_  
Date

Please kindly fax this form to us at +852 2174 1438.

If you would like to update from our fax list, please help us by completing the details below and fax back on (852) 2174 1438. Thank You.

Your Name \_\_\_\_\_ Title \_\_\_\_\_ Fax \_\_\_\_\_

Remove me from your list (please insert your name above)  Update your records with the details above