

## Trends Analysis on HR Intelligence Contact Centre Canada, Survey Findings: June 2011

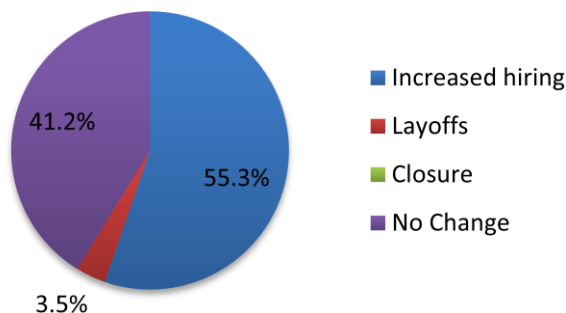
### Summary of Findings

This June 2011 quarterly report of survey findings is intended to track the trends occurring in the Contact Centre Industry across Canada. The overall findings draws attention to the fact that the contact centre industry is for the most part in a period of growth. Over half the participating organizations indicated that they have expanded operations nationally. A majority of organizations have not experienced an increase in turnover during the past three months and foresee an increase in hiring over the next three months. A significant number of organizations are investing more in training than the previous year and a significant number of organizations are also growing their remote worker programs.

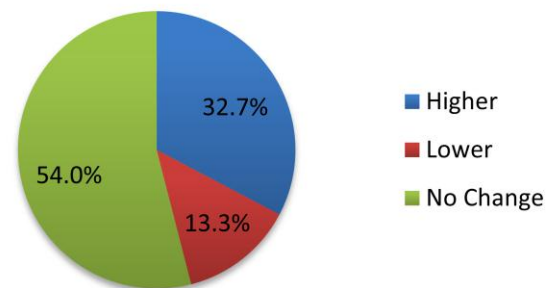
The top ranking anticipated HR challenges facing organizations across all verticals include employee engagement and motivation, attracting and retaining employees, managing employee performance and labour/skill shortage. Skilled labour shortage is pressing to many organizations, and has been identified as a greater challenge this quarter compared to the last.

There is tremendous interest among all verticals in having access to information on performance indicators and benchmarking tools.

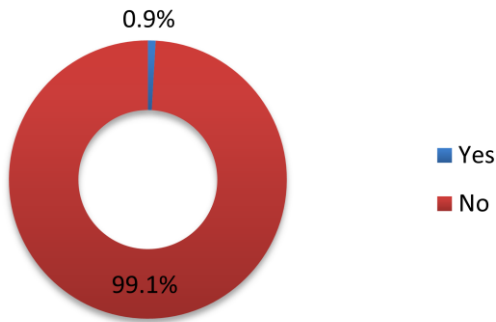
**Do you anticipate the number of employees in your organization to change over the next 3 months?**



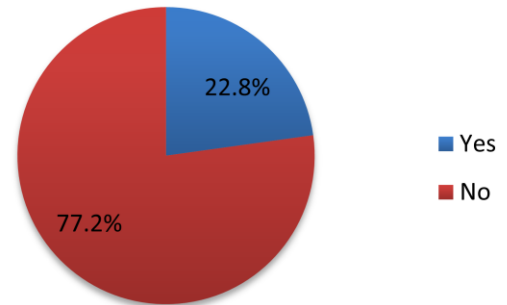
**Compared to this time last year, what was your organization's investment in training?**



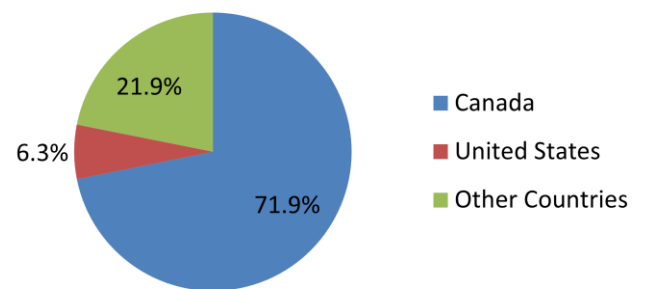
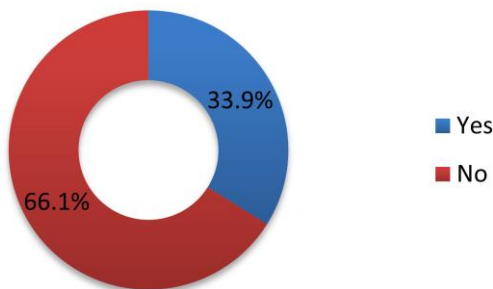
**Is your organization currently or considering repatriating offshore business back to Canada?**



**Has your organization experienced increased turnover in the last 3 months?**



**Has your organization expanded its operations? If so, which location?**



### **Participate in our quarterly trends survey!**

Contact Centre Canada is focused on supporting and creating mediums for knowledge transfer and exchange. Our mandate is to keep abreast and inform the contact centre industry of changes and trends in Canada. In addition, we consistently strive to educate government as to the scope and economic impact our sector has on Canada.

Both Contact Centre Canada and industry Association membership represent many Fortune 500 companies and top 50 companies in Canada. We invite you to participate in the quarterly trends survey and, in return, you will receive a full copy of the survey results.

**For more information or to sign up to participate in this nation-wide survey contact [allison@contactcentrecanada.ca](mailto:allison@contactcentrecanada.ca)**