



CONTACT CENTRE CLUSTER

Profile

Contact Centre

Facts

Contact Centre Profile
In the County of
Jämtland

University-level training in
Call Centre Management

Additional training
University level training in
the form of seminars

The Swedish Centre for
Call & Contact Services

Index – Call Centre Companies
in Jämtland

Contact

Jan Roth
Östersund Municipality
Tel.+46(0)63143944
Jan.roth@ostersund.se

Christer Strandberg
Midsweden University
Tel.+46(0)60148679
Christer.strandberg@mh.se

Lars Brorson
SCCCS
Phone: +46(0)68016947

Jan Roth
Östersund Municipality
Tel.+46(0)63143944
Jan.roth@ostersund.s

Contact Centre Profile in the County of Jämtland

General Information

The most dominating branches of the business sector in the County of Jämtland are; the wood processing industry, commerce/service and tourism. Currently there is however a notably increasing trend relating to branches in the field of IT (information technology)/electronics and Call Centre branches.

The Market

We have excellent contacts in both Sweden and Norway, including an extensive joint network with leading stakeholders in the nearby counties.

There is a definite increase in the amount of Contact Centres currently in operation in Jämtland. Approximately 30 Contact Centres employ about 1 800 people. A decidedly positive attitude regarding Contact Centre related tasks prevails and due to our comprehensive experience of tourism in the county it is easy to find personnel with the necessary attributes – such as language skills, an excellent sense of service and good salesmanship. For example a recent establishment in the county received 400 applications to the 35 jobs advertised.

Examples of Contact Centres in the region are; SYKES in Sveg; an international company providing, primarily, computer support; Respons in Östersund dealing with directory enquiries; Svenska Dagbladet (national newspaper), which has its base for customer support services and subscription sales in Östersund. SchlumbergerSema InfoData in Strömsund boasts a complete information and address data bank; Aktsam in Hammarstrand is an insurance company.

A qualified and loyal work force is readily accessible and employers in the county have a low staff turnover. We can offer soundly established branches as a competitive advantage for businesses interested in establishment in the county, as well as a high quality of life with the added bonus of spectacular countryside and mountains just round the corner.

Added to the positive aspects mentioned above, the fact that we can offer a highly competitive cost of living level makes Jämtland a most favourable region for businesses.

We are of the opinion that an expanding service sector, focusing on IT/electronics and Contact Centres, will provide comprehensive advantages for the labour market and the economic development in the count

Work force

We can offer a young and well-trained work force.

The job offices in the municipalities all provide professional recruiting groups to help with the process of recruiting personnel, for example carrying out analyses, interviews and evaluations - all depending on the company's specific requirements.

There are currently approximately 8 000 job-seekers in Jämtland, the majority with upper secondary school, or higher, education and excellent skills in English. Upper secondary training has purposely, during the past decade or so, focused on information technology, which has resulted in high skills relating to IT in the county.

The catchment area is extensive – commuting between the municipalities commonplace.

Mid Sweden University is located in Östersund and has a comprehensive choice of training programmes and courses. Training and research is carried out in, among other subjects, natural science; technology; electronics and IT; management and teaching; communication and the arts. Mid Sweden University in Östersund has approximately 5 000 students and about 1 200 students annually graduate with a degree.

Mid Sweden University provides training focusing on specific subjects in the municipalities of Ragunda and Berg, and is first in Sweden with Contact Centre training at management level in Sundsvall and Sveg.

It is also fairly easy to find people with the required skills for management positions here. Manager and leader skills are readily accessible.

The County Administrative Board provides special training for agents in the Contact Centre Branch in most of the municipalities.

The employment offices can provide specially designed "training packages", combining both theory and practice, to produce an adequate skills profile of staff. The employment offices in the county are all of the opinion that gainful employment is highly motivated among the unemployed, and not least in the Contact Centre branch.

The Infrastructure and Communication

Communication in the county is well established and boasts one of the best fibre optic networks in Sweden. The schools in all the larger communities in the county have broadband. Due to the fact that there are many stakeholders on this market prices are highly competitive.

Accessibility of Premises

There is excellent accessibility to premises in all of the municipalities, often with immediate access and also, in certain situations, with opportunities for companies to build their own premises. In connection with establishment and development the municipalities can provide custom-made solutions to suit a company's specific requirements and desires.

Highly competitive prices regarding property, rents and electricity are decidedly favourable factors for new establishments. Rental charges are low - approximately SEK 800 /m² for ready to rent offices and approximately SEK 500 /m² for industrial premises.

Economic Support

The majority of regions in Jämtland are situated within "development area A" and subsequently qualify for the highest grade of regional political economic support, which is in the form of an investment subsidy up to 35% of the total costs of establishment. Another option is economic aid for every new job opportunity – maximum SEK 200 000 for each job opportunity during a period of five years. The authorities prioritise economic support to service companies and it is possible to borrow high risk capital and acquire reduced general payroll taxes

University College Training in Call Centre Management, 1-20 credit points

This training programme is currently running in Sveg, within the framework of the Swedish Centre for Call & Contact services, and another course is planned for 2004

■ Organisation, management and incentive; 5 credit points

This module starts off by going through how the doctrine of organisation has been developed and how organisations develop. Following this, focus is on various theories and approaches relating to leadership, leader style, and management – and the connection to various types of organisations and their life cycle. Different methods of recruitment, stimulation and development of co-workers are also studied.

■ Customer Relationship Management; 5 credit points

First of all a background on how to view marketing from various perspectives with special emphasis on relationship marketing, is studied. Following this, studies focus on the interest to different approaches as to how customers can be acquired and retained as well as how customer relationships can best be developed. Interest is also focused on various methods of investigating and grouping customers, as well as on the choice of suitable strategies. CRM's critical factors for success are also highlighted here.

■ Business processes, IT and Organisations; 5 credit points

This module focuses primarily on business processes. Process orientation as a fundamental principle for operational development and company revival, has during the past few years become a highly interesting issue for companies and public authorities in all types of branches. Information technology and organisational changes are currently integrated in the development of business processes. Studies therefore include an overview of both the architectural structure in IT and several organisational phenomena of this "information age", for example virtual organisations. A considerable part of the module deals with practical surveys of business processes in the form of a project.

■ Contact Centres and the new economy; 5 credit points

This module deals with the general trends currently focusing on the new economy and Contact Centres in particular will be in focus. Both Swedish and international centres will be discussed and compared. Special focus will also be laid on the characteristics necessary for running successful Contact Centres and the comprising factors for success – we will be looking at both Swedish and international Contact Centres.

Supplementary Training Programme 21-40 credit points

■ Shared Services Management; 5 credit points.

The focus here will not only be on Contact Centres – we will concentrate on certain functions in an organisation that can be identified and used as a unifying component for a number of various functions in a company, both nationally and internationally. Emphasis will be on various work processes and workflow, and the art of balancing specialisation with co-ordination. Various methods of measuring outcomes will be studied.

■ Business Planning, 5 credit points

This module starts off by going through the various doctrines of planning and the characteristics of successful planning. This is followed by discussing various types of planning tools, with special emphasis on strategic tools. Finally the various stages and methods used in a business plan are discussed.

■ Method, 5 credit points

Focus in this module is on how to draft a scientific study/report. Special emphasis is laid on approach, methods and course of action. Various methods of describing and interpreting data will also be studied in this module.

■ Project Work, 5 credit points

In this module the students will independently design their work based on actual problems at one or several Contact Centres. The work should include a frame of reference (theories and models from the field of work), and data compiled from one or several Contact Centres. This information can be either qualitative or quantitative.

University College Training in Seminar Form

This is planned, within the framework for The Swedish Centre for Call & Contact Services, to be carried out in Sveg during 2004.

The purpose of this training programme is to develop various forms of training for staff working in Call Centres, by using CCM-courses as a base.

Series of seminars can be developed, specifically for Contact Centre staff in the region.

Training programmes broken up into seminars are expected to attract a broader group of inquisitive and interested people. If the seminars are made sufficiently interesting this may entice more people to apply to the regular training programme, alternatively participate in some form of shorter training/course in the field in question.

The objective is to attract staff from the Contact Centre companies in central Norrland in order to provide companies with the opportunity of strengthening their position. If this project can stimulate more people to seek higher education at university college/university level it will furnish the region's companies with further prerequisites to develop their business and help to create economic growth in the counties of Jämtland and Västernorrland.

The Swedish Centre for Call & Contact Services

Project description

Call Centre Valley in Härjedalen owns the project known as The Swedish Centre for Call & Contact Services (SCCCS).

By updating and developing data banks comprising 1 000 Swedish companies, SCCCS intends to produce a public annual "branch barometer" for the Swedish Call Centre market.

"Branch barometers" comprising branch statistics, training and research will be produced annually until 2005, which will result in a product of accumulated information including both the branches and market.

Product

The outcome of the project will be a completely commercial product - a tremendous advantage for a positive and vital development in the Call Centre branch. By updating and developing data banks comprising 1 000 Swedish companies, SCCCS will be able to produce a public annual "branch barometer" for the Swedish Call Centre market.

The "branch barometer" will cover the entire region and due to the fact that the market/branches steer the information it will be easily influenced. It will be geographically scaled and offer opportunities for partnership.

Statistics will enable companies to compare their operations with regional, national and international key ratios such as profitability, efficiency, staff turnover, certification and development.

Eventually companies or professional/commercial organisations will be able to order statistics from a specific region, area or branch. This will be especially interesting for organisations working with establishment, to be able to obtain facts describing the advantages respectively disadvantages of establishment in Sweden, or in a specific area or region.

The objective of the data bank is the provision of important information to the buying markets regarding the extent, contents, development and trend of services available. It will also act as a link to the companies' web sites.

People working in a certain branch, or looking for a job will be able to acquire adequate information on companies available, where they are located, the services offered on the market, skills requirement, opportunities for personal development, wage situation, working hours and any other information at all that may be considered exciting and important to the individual.