



Market changes

Continued economic growth and low levels of unemployment mean the recruitment of experienced candidates is a major challenge for many call centres, most notably in the boom states of Western Australia and Queensland.

Despite this, the recruitment of entry-level staff is less prevalent, due in no small part to the historic high turnover at this level. This ongoing trend is a concern since the creation of a long-term structure for future growth requires a mixture of entry-level and experienced candidates across a broad demographic.

Multiple interviews and employment offers have become a common feature of recruiting in this market, as have counter offers. With more and varied opportunities for candidates to select from, employers are increasing their salaries, benefits and incentives to secure quality candidates.

Positions in demand

A focus on retaining existing staff has tightened the candidate market for many job families. In particular demand are management and team leaders, consultants with proven and stable call centre experience as well as service and sales experience and candidates with financial services, insurance, superannuation and collections experience.

Salary movements

Salaries have increased both to attract candidates with experience and as a counter measure to retain staff. Financial services offered the highest increases, with most candidates with industry experience receiving \$40,000 plus superannuation and benefits.

The salary figures show Western Australia and Queensland were the clear salary winners geographically, with average typical salary increases of 17.7% and 7.8% respectively. For example, the typical salary for a Perth senior customer service representative rose from \$39,000 to \$45,000 and from \$55,000 to \$70,000 for a team manager. In Queensland, the typical salary for a call/contact centre manager increased from \$80,000 to \$100,000 and from \$40,000 to \$45,000 for a senior customer service representative.

Large companies are using incentives and bonuses to allow for higher potential earnings, while attractive working environments are a priority for retention purposes. This increases the pressure on small and medium organisations to compete.

Changes to employer recruitment practices

There is an increasing trend to offer greater working hour flexibility and allow staff to participate in shift selection. Part time opportunities are more prevalent and work/life balance is becoming part of the ideology of contact centres. Improvements in training, on-the-job qualifications and career development are targets for organisations to support the retention of talent and is a preferred option to external recruitment, particularly for team leader and more senior and specialist vacancies.

Advice to candidates

Contact centres are fast paced working environments and the recruitment process is no different. Apply for an advertised vacancy within two days and use a thorough resume that outlines job duties, call numbers, employment dates and whether the centre was inbound or outbound. Prepare for a behavioural-based interview and role plays. Once interviewed by a recruiter, a client interview usually follows quickly, and their final decision could be almost instant, although usually occurs within 48 hours.

Candidates should be aware that many centres work on a shift basis, that most aspects of the job are measured and that great opportunities exist to be mentored and develop the solid foundations for a long-term and rewarding career.

Contact Centres	Director Customer Service	General Manager Customer Service	Operations Manager	National Manager Customer Service	Call / Contact Centre Manager	Customer Service Manager
	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range
NSW - Sydney	185,000 130,000 - 210,000	155,000 120,000 - 190,000	120,000 100,000 - 180,000	140,000 80,000 - 170,000	120,000 70,000 - 160,000	100,000 70,000 - 150,000
VIC - Melbourne	180,000 120,000 - 200,000	150,000 110,000 - 180,000	110,000 80,000 - 150,000	150,000 80,000 - 160,000	100,000 70,000 - 180,000	100,000 60,000 - 150,000
QLD - Brisbane	180,000 100,000 - 220,000	120,000 90,000 - 220,000	110,000 85,000 - 150,000	120,000 110,000 - 170,000	100,000 80,000 - 130,000	90,000 65,000 - 125,000
SA - Adelaide	155,000 100,000 - 180,000	100,000 80,000 - 120,000	100,000 80,000 - 130,000	110,000 80,000 - 130,000	85,000 70,000 - 110,000	80,000 65,000 - 110,000
WA - Perth	180,000 150,000 - 250,000	150,000 100,000 - 200,000	110,000 80,000 - 150,000	120,000 80,000 - 140,000	110,000 100,000 - 180,000	100,000 85,000 - 130,000
Other regions	150,000 90,000 - 180,000	100,000 90,000 - 130,000	100,000 80,000 - 130,000	110,000 70,000 - 120,000	100,000 80,000 - 110,000	80,000 60,000 - 100,000
New Zealand	160,000 90,000 - 190,000	110,000 80,000 - 120,000	110,000 70,000 - 130,000	130,000 100,000 - 150,000	90,000 80,000 - 150,000	80,000 55,000 - 100,000

* NB - Salaries in larger Contact Centres tend to be at the higher end of the ranges shown, smaller Contact Centres at the lower end.

□ All Salaries are shown excluding superannuation

□ New Zealand Salaries are represented in New Zealand Dollars

CONTACT CENTRES | CUSTOMER SERVICE

Contact Centres	Sales / Telesales Manager	Operations Support Manager	Team Manager	Trainer	Team Leader	Call Coach
	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range
NSW - Sydney	100,000 70,000 - 150,000	80,000 75,000 - 100,000	65,000 50,000 - 90,000	75,000 45,000 - 85,000	55,000 40,000 - 65,000	50,000 45,000 - 65,000
VIC - Melbourne	100,000 60,000 - 140,000	80,000 70,000 - 100,000	65,000 55,000 - 85,000	70,000 45,000 - 80,000	52,000 40,000 - 65,000	50,000 40,000 - 55,000
QLD - Brisbane	85,000 70,000 - 120,000	80,000 75,000 - 100,000	68,000 50,000 - 85,000	63,000 48,000 - 70,000	53,000 43,000 - 65,000	45,000 43,000 - 53,000
SA - Adelaide	85,000 70,000 - 110,000	75,000 60,000 - 90,000	65,000 55,000 - 80,000	60,000 50,000 - 80,000	60,000 50,000 - 65,000	45,000 42,000 - 55,000
WA - Perth	100,000 80,000 - 120,000	80,000 75,000 - 100,000	70,000 65,000 - 85,000	70,000 50,000 - 90,000	55,000 45,000 - 70,000	50,000 45,000 - 60,000
Other regions	80,000 55,000 - 120,000	70,000 55,000 - 90,000	60,000 50,000 - 90,000	55,000 45,000 - 60,000	48,000 40,000 - 55,000	42,000 40,000 - 50,000
New Zealand	75,000 55,000 - 120,000	70,000 55,000 - 85,000	65,000 50,000 - 90,000	58,000 40,000 - 60,000	55,000 40,000 - 58,000	45,000 40,000 - 48,000

Contact Centres	Project Manager	Workforce Planner	Business Process Engineer	Reporting Analyst	Business Development Consultant	Collections Representative
	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range
NSW - Sydney	80,000 70,000 - 120,000	70,000 48,000 - 90,000	80,000 55,000 - 95,000	65,000 50,000 - 85,000	55,000 40,000 - 70,000	45,000 38,000 - 55,000
VIC - Melbourne	80,000 70,000 - 110,000	60,000 45,000 - 90,000	80,000 60,000 - 90,000	65,000 40,000 - 75,000	55,000 40,000 - 70,000	43,000 36,000 - 47,000
QLD - Brisbane	80,000 70,000 - 110,000	58,000 45,000 - 75,000	73,000 50,000 - 90,000	60,000 40,000 - 65,000	55,000 40,000 - 65,000	40,000 33,000 - 48,000
SA - Adelaide	75,000 65,000 - 90,000	55,000 45,000 - 60,000	70,000 45,000 - 80,000	55,000 45,000 - 70,000	52,000 40,000 - 68,000	40,000 37,000 - 45,000
WA - Perth	80,000 75,000 - 110,000	65,000 60,000 - 85,000	80,000 65,000 - 90,000	60,000 50,000 - 70,000	56,000 45,000 - 70,000	43,000 40,000 - 55,000
Other regions	70,000 60,000 - 110,000	55,000 50,000 - 60,000	70,000 60,000 - 75,000	50,000 45,000 - 65,000	52,000 40,000 - 65,000	40,000 33,000 - 45,000
New Zealand	75,000 50,000 - 90,000	50,000 45,000 - 75,000	70,000 45,000 - 75,000	55,000 40,000 - 60,000	55,000 38,000 - 65,000	40,000 33,000 - 45,000

Contact Centres	Telesales Outbound	Snr. Cust. Service Representative	Inbound Service	Inbound Sales & Service	Outbound Sales & Service	Back Office Processing
	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range	Salary Range
NSW - Sydney	50,000 38,000 - 85,000	45,000 38,000 - 48,000	38,000 33,000 - 45,000	38,000 35,000 - 45,000	42,000 38,000 - 50,000	36,000 33,000 - 42,000
VIC - Melbourne	48,000 35,000 - 65,000	45,000 35,000 - 48,000	38,000 33,000 - 40,000	38,000 34,000 - 40,000	40,000 35,000 - 48,000	35,000 30,000 - 37,000
QLD - Brisbane	43,000 35,000 - 65,000	45,000 38,000 - 48,000	37,000 33,000 - 42,000	38,000 33,000 - 44,000	40,000 35,000 - 48,000	36,000 30,000 - 40,000
SA - Adelaide	42,000 37,000 - 60,000	40,000 38,000 - 48,000	37,000 35,000 - 41,000	37,000 35,000 - 41,000	40,000 37,000 - 45,000	36,000 34,000 - 40,000
WA - Perth	50,000 42,000 - 60,000	45,000 42,000 - 55,000	39,000 36,000 - 45,000	38,000 35,000 - 55,000	41,000 40,000 - 50,000	36,000 33,000 - 42,000
Other regions	38,000 33,000 - 50,000	39,000 36,000 - 45,000	35,000 30,000 - 37,000	37,000 32,000 - 38,000	38,000 32,000 - 40,000	33,000 30,000 - 35,000
New Zealand	38,000 34,000 - 45,000	41,000 36,000 - 44,000	36,000 30,000 - 39,000	38,000 33,000 - 40,000	38,000 34,000 - 39,000	35,000 30,000 - 38,000

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