



Service centres

Melbourne, Victoria, Australia

A high quality location to service global markets.



Table 1. Melbourne, Victoria's advantages for the service centre industry

Highly-skilled, motivated workforce that will deliver quality client service	<ul style="list-style-type: none"> – 151 languages spoken. – Over 1 million people are multilingual (20% of total population). – Victoria's universities produce the highest numbers of IT, computing and engineering graduates in the country – now more than 5,000 annually.
No hidden or incidental costs	<ul style="list-style-type: none"> – Wages are less than those in North America and Western Europe, and attrition rates are relatively low.* – Australia was ranked second most cost effective location for contact centre and shared services operations.** – Melbourne was ranked overall second most cost effective large international city for business costs.** – Australia has had the world's most resilient economy for five years in a row.***
Sophisticated market	<ul style="list-style-type: none"> – Strong infrastructure and lower economic, security and political risk than other global markets. – Closer cultural affinity with North America and Europe than other Asia Pacific markets. – Australia's strong uptake of CRM and sophistication mimicking North American markets, ensures it is at least 3-5 years ahead of regional counterparts.* – Australia rates high in business and IT disaster recovery planning, recording a higher percentage of 24x7x365 support of the contact centre's IT environment (68%) than the global benchmark (51%).**** – Australia regularly outperforms global benchmarks in quality measures and is ideal for contact and service centre operations requiring high-value, highly available and effective services, particularly as a means to execute on corporate strategy.*
Favourable time zone	<ul style="list-style-type: none"> – Bridging the US and European time zones, enabling 24x7 'follow the sun' operations. – Ideal for regional headquarters and servicing the Asia Pacific market in real-time.

* Opportunities in Asia Pacific Call Centre Markets to 2008, Datamonitor 2004.

** CEO's Guide to International Business Costs, KPMG 2004.

*** IMD World Competitiveness Yearbook 2002-06.

**** Merchants Global Contact Centre Benchmarking Report, Dimension Data 2006.



Service centres, which include customer service centres, shared service centres, business processing centres and technical support centres, make up one of the fastest growing business sectors in Australia. Service centres in Victoria range in size from small niche customer support and back office operations to large contact centre operations. Victoria has been chosen by a number of local and global organisations as the location for centralised service centre operations (see Table 2. for details).

Table 2. Recently established service centres in Melbourne, Victoria

Company	Business	Staff	Capabilities	Rationale for locating in Melbourne, Australia
SalesForce salesforce.com.au	Customer contact outsourcer	2000+	Languages: Mandarin, Cantonese, Japanese, Indonesian	<ul style="list-style-type: none"> – Melbourne was chosen for the city's educated, multicultural workforce, competitive costs and a positive attitude towards service
UCMS ucmssolutions.com	Customer contact and business process outsourcing	2000+	Languages: Japanese, Italian, Vietnamese, Greek, Mandarin, French, German	<ul style="list-style-type: none"> – Access to a skilled workforce & language range – Low attrition – Competitive commercial property rates – Major client base in Melbourne
ANZ Bank anz.com	Contact centre	800+	Languages: English	<ul style="list-style-type: none"> – Corporate headquarters based in Melbourne
Excelior excelior.com.au	Customer contact, recruitment outsourcer	710	Language service capability backed by 273 Victorian-based telephone interpreters	<ul style="list-style-type: none"> – Population, education, transport infrastructure and multicultural mix
Stellar Call Centre Solutions stellarccs.com	Contact centre, business process outsourcer	525	Languages: Cantonese, Mandarin, Japanese, Korean, Vietnamese, Thai, French, German, Spanish, Turkish and Macedonian	<ul style="list-style-type: none"> – Asian and European language capability
IBM Global Services ibm.com	IBM's computing services for South-East Asia	400+	Provides helpdesk facilities to over 80 clients across a range of industries	<ul style="list-style-type: none"> – Availability of skills – World-class application and infrastructure services
Dun & Bradstreet dnb.com.au	Multi-function contact centre	350	Credit, collection and information services	<ul style="list-style-type: none"> – Multilingual capabilities – Highly-skilled workforce – Cost and business environment
National Australia Bank nab.com.au	Global financial shared service centre	160	Reporting, operations, information management, planning and MI project management services	<ul style="list-style-type: none"> – Corporate headquarters based in Melbourne – Availability of skills
Global Tele Sales (Lufthansa) globaltelesales.com.au	Reservations, ticketing and fulfilment	85	Part of a global follow-the-sun network supporting Australia, Japan, Hong Kong, Taiwan, Singapore, US, New Zealand and selected European markets	<ul style="list-style-type: none"> – Language capability – Availability of customer service and back office skills – Sales commitment of staff