

THE CANADIAN SALARY SURVEYS

THE IAT SURVEYS ® 2008



THE CONTACT CENTRE SURVEY POSITION SUMMARIES



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THE CONTACT CENTRE SURVEY POSITION SUMMARIES

JOB FAMILY**POSITION CODE****MANAGEMENT**

Contact Centre Vice President	3900
Contact Centre Director	3902
Contact Centre Manager	3905
Market Research Director	3962
Contact Centre Project Manager	3963

CUSTOMER SERVICE REPRESENTATIVE

Contact Centre Supervisor/Lead	3910
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SALES

Inbound Contact Centre Sales Representative 2	3943
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Credit/Collections Lead/Supervisor	3954
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TRAINING/ADMINISTRATION

Contact Centre Analyst	3975
Contact Centre Learning Manager	3977
Instructional Designer	3979
Contact Centre Trainer	3980
Contact Centre Resource Manager	3985
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QUALITY ASSURANCE

Quality Assurance Manager	3983
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TECHNICAL SUPPORT

Contact Centre Technical Support Representative 3	3986
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Contact Centre Technical Support Representative 1	3988

CONTACT CENTRE

When you report your individual salary data for each incumbent (on the cash spreadsheet), please identify the particular discipline this role holds, or type of service your organization offers.

The options are:

Specialty/Discipline – (IN) in-house, (OS) outsourcer, (MS) multi-service bureau, (MR) market research, (TM) telemarketing, (CL) credit/collections, (FN) financial, (DS) dispatch, (TR) travel.

MANAGEMENT

CONTACT CENTRE VICE PRESIDENT - POSITION CODE 3900

Directly responsible for providing strategic leadership for the development or operation of a Contact Centre. This may be an internal or outsourced Contact Centre function, including Inbound Customer Care, Outbound Sales activity, or a Market Research function. Duties may include:

- Developing strategic customer service policies and performance standards and reporting systems to ensure optimal customer satisfaction.
- May have responsibility for determining service offerings and effective practices to manage a centralized Direct Response Marketing Team.
- Oversee the planning and development of technologies, processes, training, staffing and communication.
- Establishes service levels, performance and quality metrics, protocols, and reporting systems to ensure efficient customer service, maximum sales potential or effective market research.

Post-secondary education in business plus extensive leadership experience and knowledge of managing contact centre systems, organization design and processes.

CONTACT CENTRE DIRECTOR - POSITION CODE 3902

Responsible for the overall leadership and operations of an inbound or outbound contact centre function. The Contact Centre may be an in-house service or external service provider. Duties may include:

- Developing performance standards and systems for the Contact Centre.
- Establishing long range plans for the Contact Centre.
- Preparation of forecasts and annual budgets.
- Ensures operational efficiency, call quality and professionalism of the Contact Centre staff.

Typically has post-secondary education and 10+ years experience in managing contact centre systems, organization design and processes.

CONTACT CENTRE MANAGER - POSITION CODE 3905

Provides leadership and direction to a large group or several teams of Contact Centre Representatives. Duties may include:

- Mentoring and leading staff, sharing best practices.
- Providing coaching and feedback to ensure call quality and professionalism of the Contact Centre.
- Analyzing statistics and identifying trends and issues.
- Monitoring system and equipment and identify changes to phone performance standards and procedures.
- Ensuring adequate training programs are provided and professional recruitment methods and activities are used.
- Monitors external environment for new technologies and products to improve productivity and efficiencies of the Contact Centre.

Typically has post-secondary education, and 6 - 8 years inbound, outbound and/or customer service experience gained in a contact centre environment. Includes a minimum of 5+ years supervisory/management experience.

MARKET RESEARCH DIRECTOR - POSITION CODE 3962

Responsible for the strategic and day-to-day leadership and operations of the market research centre, (or this function within a Contact Centre in combined service organizations). Duties may include:

- Develops project goals, methodology, performance standards and systems for the market research projects group.
- Oversee the planning and development of required technologies.
- Management and supervision of department staff.
- Serves as a key liaison between clients, outsourcers, internal and field personnel.
- Directing customer service excellence by focusing on continuous process improvement on all market research initiatives.
- Preparation of forecasts and annual budgets.
- Ensures operational efficiency, quality of research results, and professionalism of the centre.

Post-secondary education, and extensive experience in contact centre systems, market research and technology alternatives plus several years of management experience.

CONTACT CENTRE PROJECT MANAGER - POSITION CODE 3963

Responsible for managing specific projects within a Market Research/Contact Centre. Duties may include:

- Develops specific project plans including questionnaire/script content.
- Interprets and manages Market Research/Contact Centre key operating indicators.
- Creates policies and procedures for project execution and quality control and problem escalation.
- Ensures that all commitments/timelines are met.
- Creates and maintains positive client relationships through on-going and proactive communication.
- Clarifies/confirms monitoring standards and ratings with project personnel.
- Oversees resolution of all project issues including quotas, scripts, samples, scheduling, and production.
- Manages performance and development of all direct reports.

Post-secondary degree and 5 - 7 years of contact centre operations/management experience, (specifically market research).

CUSTOMER SERVICE REPRESENTATIVE**CONTACT CENTRE SUPERVISOR/LEAD - POSITION CODE 3910**

Provides leadership and direction to a team of Contact Centre Representatives, who are responsible for ensuring all client/customer inquires/disputes are handled in a timely, accurate, and professional manner. Duties may include:

- Provides staff coaching and feedback, manages quality assurance and call monitoring.
- Assist in analyzing statistics and identify trends and issues.
- Monitor system and equipment and recommend changes to phone performance standards and procedures.
- Coordinates training programs, and initial recruitment activities.
- Conducts meetings, and monitors day-to-day activities.

Typically has post-secondary education, and 3 - 5 years of call customer/customer service experience with lead responsibilities.

CONTACT CENTRE REPRESENTATIVE 3 - POSITION CODE 3920

Senior Level. Responsible for answering telephone call or email inquiries regarding specific products and services.

Duties may include:

- Handles complex customer calls escalated by more junior team members.
- Answers existing and new client/customer inquires regarding sales, promotions, general services, billing etc.
- Troubleshoots and gathers information from customers to identify root causes of customer issues, and determines appropriate action.
- May sell and promote value-added products and services.
- Contacts clients wishing to cancel product/service to attempt to recover client prior to service cut-off or product return.

Typically has a High School diploma and 5+ years, customer service/contact centre experience.

CONTACT CENTRE REPRESENTATIVE 2 - POSITION CODE 3930

Intermediate Level. Responsible for answering telephone call or email inquiries regarding specific products and services. Duties may include:

- Answers existing and new client/customer inquiries regarding sales, promotions, general services, billing etc.
- Troubleshoots routine issues and gathers information from customers to identify root causes of customer issues, and determines appropriate course of action.
- May sell and promote value-added products and services.

Typically has a High School diploma and 2 - 4 years customer service/contact centre experience.

CONTACT CENTRE REPRESENTATIVE 1 - POSITION CODE 3940

Junior Level. Responsible for answering telephone call or email inquiries regarding specific products and services.

Duties may include:

- Handles inbound inquiries of a routine nature regarding problems, products information, billing issues, etc.
- Performs basic trouble shootings of issues, gathering information from customers, and escalating difficult issues to more senior representatives.
- May promote and sell value-added products and services.
- Work is performed from a standard script, input screen and defined procedures.

Typically has a High School diploma and 0 - 2 years related experience.

SALES**INBOUND CONTACT CENTRE SALES REPRESENTATIVE 2 - POSITION CODE 3943**

Fully Competent. Responsible for answering inbound telephone call or email inquiries and promoting an organization's products and services. This position is primarily responsible for sales of a broad range of products or services. Duties may include:

- Answers calls from clients/customers to sell a broad range of new or additional products and services.
- Typically deals with complex or non-routine calls.
- Handles calls escalated by more junior team members.
- May coach junior staff.

Typically has a High School diploma and 3 - 5 years sales/contact centre experience, combined with contact centre specific courses.

INBOUND CONTACT CENTRE SALES REPRESENTATIVE 1 - POSITION CODE 3947

Junior Level. Responsible for answering inbound telephone call or email inquiries and promoting an organization's products and services. This position is primarily responsible for sales of a specific product or service. Duties may include:

- Answers incoming calls to sell new and additional products and/or services.
- Typically handles calls of a routine nature, including customer service and order taking.
- Sells and promotes value-added products and services.

Typically has a High School diploma and 0 - 2 years customer service/sales and/or contact centre experience, combined with contact centre specific courses.

OUTBOUND CONTACT CENTRE SALES REPRESENTATIVE 2 - POSITION CODE 3950

Fully Competent. Responsible for outbound sales calls which are non-routine and require deviation from standard screens, scripts, and procedures based on leads. Duties may include:

- Promotes the organizations products and services.
- Handles situations that may require adaptation of response.
- Thorough knowledge of computerized system for tracking, and trouble-shooting.
- Requires extensive knowledge of the organization, products, and/or services.

Typically has a High School diploma and 3 - 5 years experience with business-to-business and/or business-to-consumer sales in an outbound Contact Centre.

OUTBOUND CONTACT CENTRE SALES REPRESENTATIVE 1 - POSITION CODE 3952

Junior Level. Responsible for outbound sales calls to potential clients, promoting the organization's products and services. Duties may include:

- Works from a predetermined list, and conducts sales calls to existing or potential clients/customers.
- Provides accurate product knowledge to prospects.
- Using a prepared script as a guideline, identifies customer needs and provides product/service sales solutions.
- Closes sales and schedules product shipping or service initiation.

Typically has a High School diploma and some previous experience with business-to-business and/or business-to-consumer sales in an outbound Contact Centre.

OUTBOUND/MARKET RESEARCH REPRESENTATIVE 2 - POSITION CODE 3965

Fully Competent. Responsible for placing outbound calls which are non-routine and require deviation from standard screens, scripts, and procedures, for the purpose of gathering information. May reside in a Contact Centre or market research group. Duties may include:

- Conducts more complex scripted surveys via the telephone for gathering information purposes.
- Handles situations that may require adaptation of response.
- Thorough knowledge of computerized system for tracking, and troubleshooting.
- Requires in-depth knowledge of the organization, products, and/or services and strong customer skills.

Typically has a High School diploma and a minimum of 3 - 5 years experience with business-to-business and/or business-to-consumer sales/service in an outbound Contact Centre.

OUTBOUND/MARKET RESEARCH REPRESENTATIVE 1 - POSITION CODE 3970

Junior Level. Responsible for making outbound calls to clients or survey participants for the purpose of gathering information. May reside in a Contact Centre or market research group. Duties may include:

- Places telephone calls of a routine nature, using standard screens, scripts, and procedures.
- May answer inquiries and resolve problems related to analysis projects.
- May require ability to navigate a computerized data entry system.

Typically has a High School diploma and 0 - 2 years experience, and several contact centre courses.

CREDIT**CREDIT/COLLECTIONS LEAD/SUPERVISOR - POSITION CODE 3954**

Responsible for supervising credit /collection activity and determining payment delinquency situations and payment commitments (primarily through outbound calls). Duties may include:

- Manages adherence to defined credit/collection procedures, quality assurance and may include call monitoring.
- Analyzing statistics and identify trends and issues to determine proactive steps.
- Approves over limit requests and customer concessions.
- Reviews escalated credit applications to determine potential credit risk.
- Responds to any potential fraud situations in an appropriate manner.
- Makes recommendations to improve operations or processes and service levels.
- Management and supervision of staff, budget, workflow, call volumes and shift requirements.

Typically has post-secondary education, and 5 - 7 years of contact centre/customer service or credit/collections experience with lead responsibilities.

CREDIT/COLLECTIONS REPRESENTATIVE 2 - POSITION CODE 3956

Intermediate Level. Responsible for providing credit/collections processing and telephone support related to credit and collection and fraud detection activity. Duties may include:

- Inbound or outbound telephone calls (non-routine with deviation from standard screens, scripts, and procedures).
- Reviews applications, financial statements, credit bureaus and other credit information for senior clients or issues.
- May review escalated credit applications to determine potential credit risk.
- Identify potential fraud and escalate potential fraud situations to Supervisor.
- Communicates application or credit status to applicants.
- Initiates the collection of over limit or overdue accounts.
- Provides problem resolution and workflow assistance, to team members and internal departments.

Typically has post-secondary education, and 3 - 5 years of contact centre/customer service or credit/collections experience with lead responsibilities. Experience using computerized systems for tracking, information gathering, and/or troubleshooting, and has strong product knowledge.

CREDIT/COLLECTIONS REPRESENTATIVE 1 - POSITION CODE 3958

Entry Level. Responsible for providing 1st level credit/collections processing and telephone support related to credit and collection activity. Duties may include:

- Inbound or outbound telephone calls (using standard screens, scripts, and defined procedures and privacy laws).
- Reviews applications, financial statements, credit bureaus and other credit information.
- May collect and assess credit applications.
- Identify potential fraud and escalate potential fraud situations to Supervisor.
- Communicates application or credit status to applicants.

Typically has post-secondary education, and 0 - 3 years of contact centre/customer service or credit/collections experience with lead responsibilities. Experience using computerized system for tracking, information gathering, and/or troubleshooting, and has product knowledge.

TRAINING/ADMINISTRATION**CONTACT CENTRE ANALYST - POSITION CODE 3975**

Fully Competent. Responsible for the analysis and reporting of the statistical performance of the Contact Centre. Duties may include:

- Monitors call volumes and inbound response times, call and gate distribution and average talk/wrap time.
- Makes recommendations on allocation of resources, adjustment/rerouting of call volumes.
- Accesses CSR productivity and evaluates customer service levels.
- Participates in the forecasting of call volumes and scheduling requirements.

Typically has a post-secondary school education, with an emphasis on contact centre methodology and or office computer applications. Minimum 2 years of contact centre and/or telemarketing sales background, and understanding of company products and services.

CONTACT CENTRE LEARNING MANAGER - POSITION CODE 3977

Management Level. Responsible for managing the selection, design and delivery of instructor led and web-based training programs for Contact Centre Representatives. Duties may include:

- Conducts training for representatives on selling skills, products and services, and/or equipment/systems.
- Administers skill assessments, job aids, develops and monitors role-plays, scripts and simulations.
- May identify training needs and assist in sourcing available programs.
- Schedules and tracks all training programs.

Typically has a post-secondary school education, with three to five years of experience. Strong presentation and communication skills often combined with several years in a Contact Centre setting, and knowledge of contact centre technology.

INSTRUCTIONAL DESIGNER - POSITION CODE 3979

Senior Level. Responsible for the design, development/modification of instructor led and web-based training programs for Contact Centre Representatives. Duties may include:

- Identifies training needs and sources or develops applicable programs to fill identified training needs in areas such as selling skills, specific products and services, and/or equipment/systems.
- Selects skill assessment tools and processes, job aids, develops role-plays, scripts and simulations.
- Tracks success of all training programs, and monitors the performance of Contact Centre Representatives.
- May conducts training session, particularly pilot courses.

Typically has a post-secondary school education, with six or more years of experience, and a focus on Adult Education/Training and Development. Strong presentation and communication skills often combined with several years in a Contact Centre setting, and knowledge of contact centre technology.

CONTACT CENTRE TRAINER - POSITION CODE 3980

Fully Competent. Responsible for the delivery of instructor led and web-based training programs for Contact Centre Representatives. Duties may include:

- Conducts training for representatives on selling skills, products and services, and/or equipment/systems.
- Administers skill assessments, job aids, develops and monitors role-plays, scripts and simulations.
- May identify training needs and assist in sourcing available programs.
- Schedules and tracks all training programs.

Typically has a post-secondary school education, with three to five years of experience. Strong presentation and communication skills often combined with several years in a Contact Centre setting, and knowledge of contact centre technology.

CONTACT CENTRE RESOURCE MANAGER - POSITION CODE 3985

Responsible for managing the processes for scheduling and resourcing employees /contractors to ensuring adequate Contact Centre coverage, maximizing production and ensuring client response timelines or data gathering requirements meet service agreements. Duties may include:

- Develops staffing scheduling processes and procedures to provide for 7X24 hour contact centre and related services coverage.
- Coordinates process for resourcing and matching data needs with Customer Contact Representatives skills and experience level.
- Reviews major project modifications or new client instructions for scheduling impact.
- Prioritizes major projects based on deadlines and client commitments.
- Liaises with Project Managers, Team Leads to ensure that expected levels of service are confirmed and met.
- Manages performance and development of all direct reports.

Post-secondary school education and significant experience in resourcing/scheduling or related areas plus supervisory experience.

CONTACT CENTRE SCHEDULER/RESOURCE COORDINATOR - POSITION CODE 3984

Responsible for ensuring adequate Contact Centre coverage, maximizing production and ensuring client response timelines or data gathering requirements meet service agreements. Duties may include:

- Develops staffing schedules to provide for 7X24 hour contact centre or market analysis coverage.
- Coordinates resources and matches data needs with Customer Contact Representatives skills and experience level.
- Reviews project modifications or new client instructions for scheduling impact.
- Prioritizes projects based on deadlines and client commitments.
- May check quotas and sample needs.
- Liaises with Project Managers, Team Leads to verify project status and issue resolution.

Post-secondary school education and applicable employment experience plus experience in a supervisory role.

CONTACT CENTRE ADMINISTRATOR - POSITION CODE 3990

Intermediate Level Administrator. Responsible for the administration function of a single Contact Centre. Duties may include:

- Supports facility, furniture, equipment and supply management.
- Updates defined procedures and standards for Centre-wide distribution.
- Assists Centre staff with new technology research, testing, and implementation.
- Prepares/collates Contact Centre statistical reports for Management.
- Often liaises between 1st level support representatives and corporate office staff.
- Daily clerical support, team event coordination, travel planning, and filing for the Centre.
- Makes recommendations to improve policies and practices for operational efficiency.

Typically 2 - 5 years experience in a customer service role or shared administration role, and a working knowledge of administrative procedures.

QUALITY ASSURANCE**QUALITY ASSURANCE MANAGER - POSITION CODE 3983**

Responsible for managing the monitoring, documenting performance standards, and providing constructive coaching and mentoring to Contact Centre Representatives. Duties may include:

- Establishes quality monitoring programs and procedures to ensure adherence to performance goals: monitoring, feedback, identification and measurement against key performance indicators and scorecards.
- Develops business process improvement techniques, identifies and implements best practices and leading trends in a contact centre environment.
- Builds consultative relationships with client groups.
- Manages performance and development of all direct reports.

Post-secondary school education and 5-8 years experience in Quality Assurance in a Contact Centre including supervisor experience and demonstrated competency in quality assurance techniques and measurements.

QUALITY ASSURANCE FACILITATOR 2 - POSITION CODE 3981

Responsible for monitoring, documenting performance standards, and providing constructive coaching and mentoring to Contact Centre Representatives. Duties may include:

- Quality monitoring to ensure adherence to performance goals: monitoring, feedback, identification and measurement against key performance indicators and scorecards.
- Builds consultative relationships, determines business process improvement techniques, identifies and implements best practices and leading trends in a contact centre environment.

Post-secondary school education and 3 - 5 years experience Contact Centre Representative with demonstrated PC and Internet proficiencies and quality assurance techniques and measurements.

QUALITY ASSURANCE FACILITATOR 1 - POSITION CODE 3982

Responsible for monitoring, documenting performance standards and providing feedback to Contact Centre Representatives. Duties may include:

- Conducts quality monitoring of randomly selected calls to ensure adherence to performance goals.
- Completes documentation of measurement against key performance indicators and scorecards.
- Reviews results and provides feedback of quality monitoring with team leader of CSR's monitored.

Typically has post-secondary school education and 2 - 3 years experience as Contact Centre Representative with demonstrated PC and Internet proficiencies.

TECHNICAL SUPPORT**CONTACT CENTRE TECHNICAL SUPPORT REPRESENTATIVE 3 - POSITION CODE 3986**

Senior Level. Responsible for answering telephone calls and e-mails of a technical or complex nature, typically supporting IT hardware and software products. Duties may include:

- Non-routine problem solving, requiring deviation from screens, scripts and procedures.
- Follow-ups on problem escalation from more junior level team members.
- Makes recommendations regarding improving the effectiveness of the technical contact centre systems.
- Resolves situations that may require adaptation of responses or extensive research.
- Maintains highest level of technical skill in field of expertise.
- May mentor more junior technical support representatives.

Typically has a post-secondary school education, with four to seven years of experience and several contact centre courses. Also has good knowledge of information systems, data retrieval, and extensive related experience.

CONTACT CENTRE TECHNICAL SUPPORT REPRESENTATIVE 2 - POSITION CODE 3987

Intermediate Level. Responsible for answering telephone calls and e-mails of a technical nature. Duties may include:

- Fairly routine problem solving but requires some interpretation and deviation from procedures.
- May require follow-up and/or escalation to a higher level.
- Requires general knowledge of products and services.
- Must attend training sessions to continually upgrade skill level.

Typically has a post-secondary school education, with two to four years experience and several contact centre courses. Also has moderate knowledge of information systems and data retrieval, strong communications skills and related experience.

CONTACT CENTRE TECHNICAL SUPPORT REPRESENTATIVE 1 - POSITION CODE 3988

Junior Level. Responsible for answering telephone calls of a basic technical nature. Duties may include:

- Routine problem solving, which often requires escalation to a higher level of expertise.
- Requires limited knowledge of products and services.
- Attends training sessions to increase technical skill level.
- Follows established procedures in resolving routine end-user systems problems.
- Follows up with user to ensure that problem have been resolved and ensures documentation is complete.

Typically has High School diploma, with 1 - 2 years experience. Requires some knowledge of major information systems and data retrieval.