

NEWS FROM BRIGHT

EDITION 2: JULY 2005

We're in the middle of summer and Contact Centre issues are hotter than ever. The objective of these Newsletters is to give you a concise summary of current trends in the sector and what's going on right now at Bright. Please let us know if there are any particular areas that you would like covered.



BRIGHT TO WORK CLOSER WITH THE CCA

Bright Index™ is now endorsed by the CCA. This consultative benchmarking tool follows the development of 50 KPIs for the contact centre industry. Bright will share research and findings from this benchmarking survey with CCA members.

Bright will also help market the CCA's Standard™ outside the UK. The CCA Standard Framework for Best Practice™ is an operating guide designed to assist organisations in delivering increased levels of efficiency and customer service. The framework looks at achieving consistency through standard processes whilst allowing complete freedom for commercial decision making.

The CCA Standard™ will be a complement to Bright Nordic's product portfolio helping organisations in all industries move towards best practise.



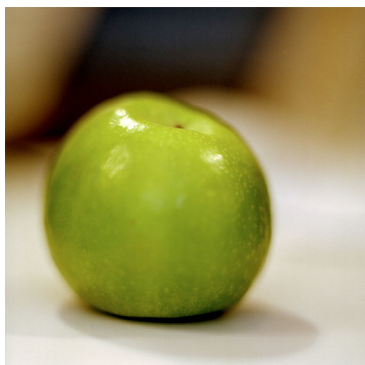
Mats Rennstam, Director Bright:

"This is the first industry relevant accreditation Bright has come across that gives a contact centre the right platform to grow from, without taking years to implement."

Anne Marie Forsyth, Managing Director CCA:

"We are delighted to be working with Bright AB throughout Scandinavia to deliver awareness of the CCA StandardFramework for Best Practice™.

THREE NEW MARKETING PARTNERS IN THE UK



Three new marketing partners will be representing Bright in the UK.

These well known consultancies will be using the Bright Index™ as a tool to provide better GAP analysis reports and recommendations for their clients.

The new partners are:

Steria Limited:

www.steria.co.uk

Customer Consulting Ltd:

www.customerconsulting.com

Dancing Lion Training & Consultancy:

www.dancinglion.com

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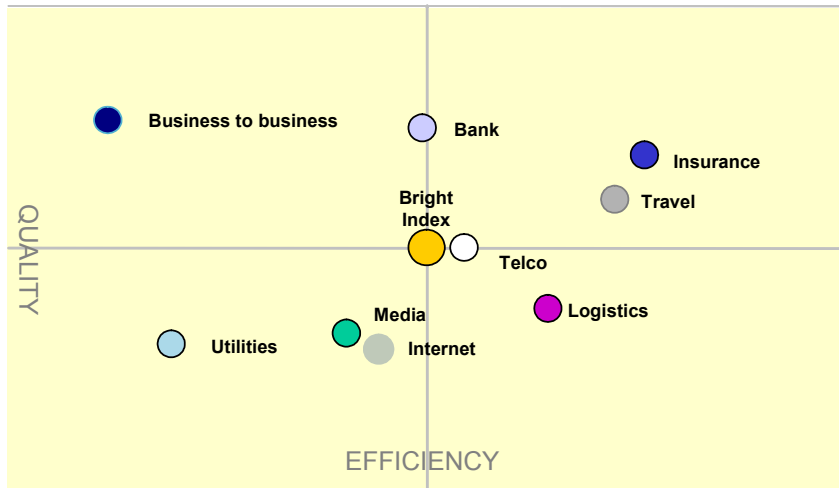
TRENDS FROM THE LATEST BRIGHT INDEX CONTACT CENTRE SURVEY™

The participating inbound centres show higher efficiency compared to previous surveys. This despite the cost levels remaining largely the same.

The number of calls per agent and day has increased as well as number of calls handled by self service solutions (now 37% of total number of queries).

This performance increase together with a sharp increase in number of agents per coach has resulted in higher levels of absence and a lower attrition rate.

BRIGHT INDEX MATRIX



By weighting and comparing the most relevant KPIs for efficiency and quality we produce the BRIGHT INDEX MATRIX™.

The top right quadrant is where you will find the sectors with the most effective centres.

Bright Index in the centre is the mean average of all participating sectors and contact centres.

CONTACT CENTRE OUTSOURCER FIRST TO INTEGRATE BENCHMARKING FOR ITS CLIENTS

Excellent group (www.excellentgroup.com) will include participation in the Bright Index as an integral part of their outsourced solutions. This is to assure their clients that they provide a best in class solution and if there are any improvements to be made, they will work together with the clients until they achieve best practise.

"We offer Bright Index as an added value and quality assurance for our operations we see benchmarking as a way to prove the value of outsourcing and to deliver the best possible results" says Christian Hultén, MD Excellent.

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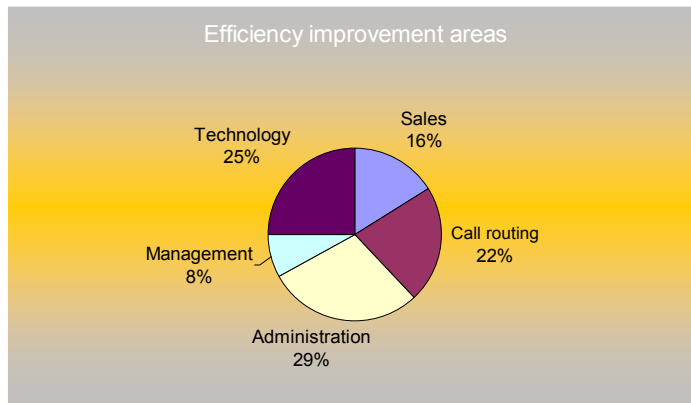
BRIGHT CALL CENTRE SURVEY

After having talked to +100 contact centre managers to gauge the industry situation, we have now compiled the results and put together our contact centre managers survey 2005.

This is a complement to our more in depth and consultative benchmarking survey Bright Index.

If you want to find out more about your industry peers and the sector's challenges and views for the coming year, please

contact us and we would be happy to present the findings to you free of charge.

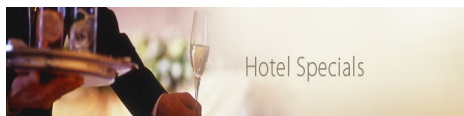


EUROPEAN CALL CENTRE AWARDS 2005!

WIN A PLACE AT THE AWARDS CEREMONY

Are you up for a great evening and networking opportunity? There are still tables left for the awards at the Hilton Metropole in Birmingham on the 28th of September. Book [here](#) or, send an e-mail to us with the headline "I like parties" to info@brightindex.co.uk

The seventh response will get a free seat at our table.



WOULD YOU LIKE TO INFLUENCE OUR FUTURE BENCHMARKING SURVEYS?

Naturally we want to make sure we develop our benchmarking offer to be the best on the market for call and contact centres. The next report will contain several new additions and we have also started the design of a specific version of the Bright Index for **service centres and heldesks**.

If you would you like to input into this development please contact us! We are currently putting together reference groups with senior industry people and offer great networking opportunities alongside the chance to influence the building of Europe's best tool for contact centre development.