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NEWS FROM BRIGHT

EDITION 3: OCTOBER 2005

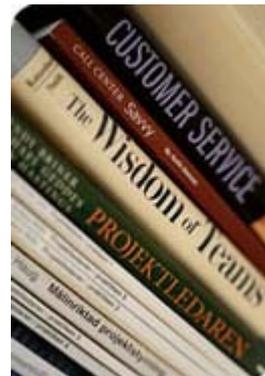
As the autumn leaves fall and we're hard at work improving call resolution rates and service levels, don't forget to put your Wellies on and take a stroll in the woods. Bright gives away a number of mushroom knives in this issue just in case you come across a field of Chantarelles. We also have a special offer for CCA's convention in November.

The purpose 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.

TRENDS FROM THE LATEST BRIGHT INDEX BENCHMARKING REPORT®

Report number 2:2005 comprises the most relevant KPIs of 60 leading contact centres. The data is taken from the participants' own systems and is thus the most accurate benchmarking data on the market today. Two of the major findings are:

- The number of incoming calls has increased but not the number of agents assigned to handle them. This has resulted in higher abandonment and increased average hold time. The average utilisation level has now reached 84%, Bright recommends a level between 70 and 80%.
- Both sales on inbound calls and first contact resolution are however up. This is a result of more centres putting these two KPIs very high on the agenda. A break in the trend of larger and larger teams has also had an effect.



INTERNATIONAL LAUNCH OF THE CCA'S BEST PRACTICE STANDARD®

As the first launch outside the UK of this accreditation for contact centres, Bright will be holding a number of awareness seminars throughout Scandinavia over the next 6 months. The CCA standard will be a complement to Bright's Nordic product portfolio helping organisations in all industries move towards best

practise. See www.brightindex.co.uk for schedule.

INDUSTRY COMPARISON



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.

HELPDESK BENCHMARKING TOOL LAUNCHED IN COOPERATION WITH HELPDESK INSITUTE

Bright Index® – the leading consultative benchmarking report for contact centres will get a sister this autumn: **Bright Index Service Desk®**

Helpdesks have made up a large sector in the Bright Index for many years. As participants have increased and clients have asked for specific helpdesk related KPIs, this ad hoc new report has been created. The new version has been revised by industry bodies such as the itSMF and HDI.

It is being launched this month and existing Helpdesk clients will automatically take part in the new report. Amongst the marketing activities we're especially pleased that HDI – Helpdesk Institute will offer it to their members. Does your company run a helpdesk? Contact us on info@brightindex.co.uk for more info!



HDI represent many thousands of IT support professionals based in most countries of the world. Their mission is to make practical sense of the business and legislative compliance issues we all need to meet and help

you to apply a tailored version of the best 'best practices' and methodologies. They offer training courses that lead to world recognised certification for career benchmarking and development, site certification for support operations to line up with established quality standards, class leading events like conferences and exhibitions, as well as expert advice from their helpline, research or consulting areas.

See the website www.hdi-europe.com or call +44 (0) 1689 889100 for more information.

EVENTS

We're pleased to be able to offer a special price to the CCA's convention this year.



CCA, the professional body for customer contact, are encouraging participation from across the global customer contact industry at their 11th Annual Convention. Each year CCA hosts its Annual Convention where around 600 members come together to hear a range of top class speakers present on how they approach the many different aspects of today's evolving market-place. As an industry we are under constant pressure to improve the quality of service we deliver and this year's event will focus on what we need to change to better serve our customers and how to manage that change process. Read more about the conference and the full schedule [here](#). If you are interested in participating, please contact Bright for a 10% discount.

EUROPEAN CALL CENTRE AWARDS

A good time was had by all during this year's event at the Hilton Metropole in Birmingham.

Some of the winners were:

- Call centre of the year:
Barclays Bank PLC, Gadbrook Park Contact Centre.
- Best Call Centre Under 50 Seats: HotelConnect
- Best customer experience:
Sage (UK) Limited

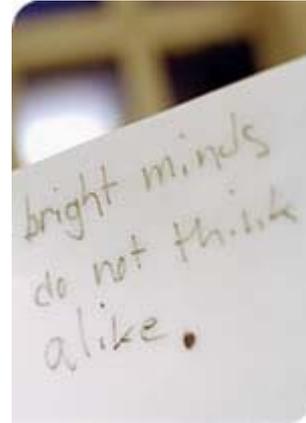


www.callcentrewards.co.uk

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 specific versions of the Bright Index for service centres and heldesks.

If you would you like to influence 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 and service desk development.



WIN A MUSHROOM KNIFE

Win a mushroom knife by sending an email marked "I like autumn" to info@brightindex.co.uk.

PRODUCT SPOTLIGHT

amcat™ AMCAT CONTACT CENTRE SUITE

Amcat Contact Centre Suite is a comprehensive inbound, outbound and blended call centre interaction management solution.

The solution includes the key technologies that call centres require including: predictive dialling and other dialling modes, inbound contact management and ACD, self service and IVR, CTI for intelligent screen pops, digital recording, workforce management and reporting, and multi-channel contact including email, web and fax, and VoIP support.

Amcat Contact Centre Suite delivers:

- Improved productivity and efficiency
- Enhanced professionalism for all agent interactions
- Better management and controls

Click [here](#) for more information on Amcat Contact Centre Suite



TELEOPTI

Teleopti provides world-leading solution for strategic workforce management in contact centres. Teleopti CCC makes sure that the contact centre runs smoothly while involving the whole organisation - from management to each individual agent. Hundreds of enterprises around the world use Teleopti's solutions to make the most of each individual skill, empowering and involving the agents while increasing customer service and improving efficiency. Teleopti CCC - renowned for user friendliness - contributes to the creation of greater customer satisfaction, profitability and employee satisfaction.

Teleopti was recently awarded "Best Workforce Management Solution in Europe" by the prestigious 2005 ContactCenterWorld.com Members' Choice Awards. The award is unique as it's based on users' votes as opposed to judging panels.

Teleopti has since the start in 1992 grown organically and a healthy profit has ensured constant development and strong customer support. The head office is in Stockholm Sweden. In addition, Teleopti has offices in the UK, Norway and India. In addition, Teleopti has a strategic partnership with leading technology vendors such as Nortel, Avaya, Cisco and Ericsson as well as a comprehensive partner network.

For further information, please visit www.teleopti.com or call +44 20 8610 6024

If you do not want to receive our newsletter, or have questions or comments, please send us an e-mail on info@brightindex.co.uk.