



Agent attrition jumps by 31% in 2011

Contact centre agent turnover rises after three years of decline

*** Durham, United Kingdom - 14th November 2011 ***

New research published by ContactBabel, the contact centre industry analysts, reveals that the mean annual attrition rate for UK contact centre agents rose to 21% in 2011, from a 6-year low of 16% in 2010, a year-on-year increase of 31%.

2014 agent attrition rates are forecast to rise even higher, hitting 26%, with outsourcing, retail, services and telecoms amongst the sectors with the highest levels of attrition.

"The UK Contact Centre HR & Operational Benchmarking Survey (1st edition 2011)", is a major study of 208 UK contact centre operations, looking in depth at salaries, attrition, absence, recruitment, training, operational performance benchmarks, budgets and growth. The report costs £295 + VAT and is available from www.contactbabel.com/reports.cfm

The report's author, Steve Morrell, commented:

"Although 2011 has seen a jump in agent attrition rates, this is not necessarily a bad thing, as high attrition tends to go hand-in-hand with economic growth as more opportunities arise inside and outside the contact centre industry.

"Historically, the industry average for attrition tends to be around 25% in a healthy, growing economy. Furthermore, 36% of respondents to our survey still report very low attrition rates of less than 10%, so any jump in attrition is not yet industry-wide."

About ContactBabel and *"The UK Contact Centre HR & Operational Benchmarking Survey (1st edition 2011)"*

"The UK Contact Centre HR & Operational Benchmarking Survey (1st edition 2011)" is the major annual quantitative study of the operations and HR aspects of 208 UK contact centre operations across all sectors and size bands.

Findings are segmented by 11 vertical markets, 3 contact centre size bands, inbound/outbound activity and services/sales focus to give readers the most accurate comparison with their own operations.

Historical data going back to 2003 are also used to identify key patterns in the industry, enabling the report to forecast how salaries, HR and performance benchmarks are likely to look in 2014.

No other report offers this kind of detail, because no other report has this level of research or analysis behind it.

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