



Australia

Retaining and developing talented and reliable entry and mid level staff remains the focus for employers. While retention has improved due to market uncertainty, employers still focused on enhancing working environments and career progression for valued employees.

Recruitment activity declined in the financial and banking sector, but rose in FMCG, healthcare & medical, gaming, education and the public sector. Most organisations continued to invest in customer facing roles to ensure service levels are maintained.

Employers now seek relevant industry experience and solid tenure in prior roles. They are less likely to consider those with no contact centre experience. Candidates seek job security with established companies in reputable industries that will remain largely unaffected by market fluctuations.

Employers are taking longer to select a new employee, creating rigorous interview processes with extensive pre-employment checks and are unwilling to consider applicants without demonstrated longevity or relevant skills. With more candidates to choose from, employers are using more resources to select the ideal candidate. Yet while quantity has increased, employers still need to act quickly to secure the best candidates.

Solid sales/service candidates with a strong work history and passion for contributing to a positive team culture are needed. As employers become more selective, those with relevant industry experience are sought. Experienced outbound telesales staff with good previous tenure are also sought to maximise savings on field sales roles and optimise revenue.

Salaries remained stable, with the notable exceptions occurring in Brisbane and Perth. For example, the typical salaries increased in Brisbane for a reporting analyst by 8%, team leader by 4% and inbound service by 3%. In Perth typical salaries increased by 11% in back office processing.

Non-financial benefits such as childcare and flexible hours are used to attract and retain staff. The public sector continues to offer the most competitive rewards.

Candidates are advised to consider contract roles and not to expect to climb the ladder immediately. Be patient as the recruitment process has lengthened. Go back to basics; research the company before interview, sell yourself and prepare a relevant CV.

New Zealand

Many New Zealand businesses reduced their headcount to reduce costs. A number also imposed recruitment freezes across the board, placing greater pressure on contact centres where natural attrition rates are traditionally high. Consequently, many contact centre teams are now under staffed.

Demand has increased for strong collections candidates as businesses take a closer look at the role of their credit and collections functions and seek specialists to manage credit risk and collect bad debt.

Demand for experienced telesales candidates has also risen as businesses strengthen their sales force to increase revenue. Specialised customer service representatives, for example those with SAP experience or a science degree, are also sought. The demand for CSRs and telesales staff will rise as headcount freezes are gradually lifted.

Although salaries generally remained stable, the three main exceptions occurred for workforce planners, operations support managers and trainers, where typical salaries rose by 20, 7 and 3% respectively. A number of businesses have started to offer more attractive packages to entice strong telesales candidates with a solid track record in their field.

Contact Centres	Director Customer Service	General Manager Customer Service	Operations Manager	National Manager Customer Service	Call / Contact Centre Manager	Customer Service Manager
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	185,000 130,000 - 210,000	155,000 120,000 - 190,000	120,000 100,000 - 180,000	140,000 80,000 - 170,000	120,000 90,000 - 150,000	100,000 80,000 - 140,000
VIC - Melbourne	180,000 120,000 - 200,000	150,000 110,000 - 180,000	110,000 80,000 - 150,000	150,000 80,000 - 160,000	100,000 70,000 - 150,000	100,000 60,000 - 140,000
QLD - Brisbane	180,000 100,000 - 220,000	120,000 90,000 - 220,000	110,000 85,000 - 150,000	120,000 110,000 - 170,000	100,000 80,000 - 130,000	90,000 65,000 - 125,000
SA - Adelaide	155,000 100,000 - 180,000	100,000 80,000 - 120,000	100,000 80,000 - 130,000	110,000 80,000 - 130,000	85,000 70,000 - 110,000	80,000 65,000 - 110,000
WA - Perth	180,000 150,000 - 250,000	150,000 100,000 - 200,000	110,000 80,000 - 150,000	120,000 80,000 - 140,000	110,000 100,000 - 180,000	100,000 85,000 - 130,000
Other regions	150,000 90,000 - 180,000	100,000 90,000 - 130,000	100,000 80,000 - 130,000	110,000 70,000 - 120,000	100,000 80,000 - 110,000	80,000 60,000 - 100,000
New Zealand	160,000 110,000 - 190,000	110,000 80,000 - 130,000	110,000 80,000 - 130,000	130,000 100,000 - 150,000	90,000 80,000 - 150,000	80,000 70,000 - 110,000

* NB - Salaries in larger Contact Centres tend to be at the higher end of the ranges shown, smaller Contact Centres at the lower end.

☐ All Salaries are representative of the cash & incentive bonus components (if applicable)
☐ New Zealand Salaries exclude Superannuation

☐ New Zealand Salaries are represented in New Zealand Dollars

CONTACT CENTRES | CUSTOMER SERVICE

Contact Centres	Sales / Telesales Manager	Operations Support Manager	Team Manager	Trainer	Team Leader	Call Coach
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	100,000 70,000 - 130,000	80,000 70,000 - 90,000	70,000 60,000 - 90,000	75,000 45,000 - 85,000	55,000 50,000 - 70,000	50,000 45,000 - 65,000
VIC - Melbourne	100,000 60,000 - 130,000	80,000 70,000 - 100,000	65,000 60,000 - 80,000	70,000 45,000 - 80,000	52,000 50,000 - 70,000	52,000 50,000 - 60,000
QLD - Brisbane	85,000 70,000 - 120,000	80,000 75,000 - 100,000	68,000 50,000 - 85,000	63,000 48,000 - 70,000	55,000 45,000 - 70,000	48,000 43,000 - 53,000
SA - Adelaide	85,000 70,000 - 110,000	75,000 60,000 - 90,000	65,000 55,000 - 80,000	60,000 50,000 - 80,000	60,000 50,000 - 65,000	45,000 42,000 - 55,000
WA - Perth	100,000 80,000 - 120,000	80,000 75,000 - 100,000	70,000 65,000 - 85,000	70,000 50,000 - 80,000	55,000 45,000 - 70,000	50,000 45,000 - 60,000
Other regions	80,000 55,000 - 120,000	70,000 55,000 - 90,000	60,000 50,000 - 90,000	55,000 45,000 - 60,000	50,000 40,000 - 55,000	42,000 40,000 - 50,000
New Zealand	75,000 60,000 - 120,000	75,000 60,000 - 90,000	65,000 55,000 - 90,000	60,000 50,000 - 65,000	55,000 40,000 - 65,000	45,000 40,000 - 50,000

Contact Centres	Project Manager	Workforce Planner	Business Process Engineer	Reporting Analyst	Business Development Consultant	Collections Representative
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	80,000 70,000 - 120,000	70,000 48,000 - 90,000	80,000 55,000 - 95,000	65,000 50,000 - 85,000	55,000 40,000 - 70,000	45,000 38,000 - 55,000
VIC - Melbourne	80,000 70,000 - 110,000	60,000 50,000 - 85,000	80,000 60,000 - 90,000	65,000 40,000 - 75,000	55,000 40,000 - 70,000	43,000 36,000 - 47,000
QLD - Brisbane	80,000 70,000 - 110,000	60,000 50,000 - 75,000	73,000 50,000 - 90,000	65,000 45,000 - 45,000	55,000 40,000 - 65,000	40,000 35,000 - 48,000
SA - Adelaide	75,000 65,000 - 90,000	55,000 45,000 - 60,000	70,000 45,000 - 80,000	55,000 45,000 - 70,000	52,000 40,000 - 68,000	40,000 37,000 - 45,000
WA - Perth	80,000 75,000 - 110,000	65,000 60,000 - 85,000	80,000 65,000 - 90,000	60,000 50,000 - 70,000	56,000 45,000 - 70,000	43,000 40,000 - 55,000
Other regions	70,000 60,000 - 110,000	55,000 50,000 - 60,000	70,000 60,000 - 75,000	50,000 45,000 - 65,000	52,000 40,000 - 65,000	40,000 33,000 - 45,000
New Zealand	75,000 50,000 - 100,000	60,000 50,000 - 75,000	70,000 45,000 - 75,000	55,000 45,000 - 60,000	55,000 38,000 - 65,000	42,000 36,000 - 48,000

Contact Centres	Telesales Outbound	Snr. Cust. Service Representative	Inbound Service	Inbound Sales & Service	Outbound Sales & Service	Back Office Processing
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	50,000 38,000 - 85,000	45,000 38,000 - 48,000	38,000 33,000 - 45,000	38,000 35,000 - 45,000	42,000 38,000 - 50,000	36,000 33,000 - 42,000
VIC - Melbourne	48,000 35,000 - 65,000	45,000 40,000 - 48,000	38,000 36,000 - 42,000	40,000 38,000 - 43,000	40,000 38,000 - 45,000	35,000 33,000 - 37,000
QLD - Brisbane	43,000 35,000 - 65,000	45,000 40,000 - 48,000	38,000 33,000 - 42,000	38,000 33,000 - 44,000	40,000 38,000 - 48,000	36,000 30,000 - 40,000
SA - Adelaide	42,000 37,000 - 60,000	40,000 38,000 - 48,000	37,000 35,000 - 41,000	37,000 35,000 - 41,000	40,000 37,000 - 45,000	36,000 34,000 - 40,000
WA - Perth	50,000 42,000 - 60,000	45,000 43,000 - 55,000	40,000 39,000 - 45,000	42,000 40,000 - 55,000	45,000 42,000 - 50,000	40,000 35,000 - 42,000
Other regions	39,000 35,000 - 50,000	42,000 38,000 - 48,000	35,000 30,000 - 37,000	39,000 35,000 - 42,000	42,000 35,000 - 45,000	35,000 33,000 - 37,000
New Zealand	38,000 32,000 - 45,000	42,000 36,000 - 46,000	38,000 32,000 - 42,000	38,000 35,000 - 42,000	38,000 36,000 - 45,000	35,000 33,000 - 38,000

* NB - Salaries in larger Contact Centres tend to be at the higher end of the ranges shown, smaller Contact Centres at the lower end.

□ All Salaries are representative of the cash & incentive bonus components (if applicable)
 □ New Zealand Salaries exclude Superannuation

□ New Zealand Salaries are represented in New Zealand Dollars