



# Winds of change in Belgian call centers

## The Belgian association of contact centers

Here at Contactcentres.be, the winds of change are sweeping through this brand new professional organisation and we are sure that the impact of these changes and initiatives will lead to a more vibrant, dynamic and supportive association, which will real value to the contact center manager in today's environment.

Contactcentres.be has been launched in June 2004, with the support of a few people interested in developing professionalism within the call center industry and with the full support of AGORIA a multisector federation representing companies active in different branches of industry. Now the Belgian association of contact centers is run by industry professionals on a voluntary basis. Board members are elected every three years at the associations annual general meeting. Contactcentres.be is governed by people, with specific know-

ledge and experience to assist www.contactcentres.be objectives of improving professionalism in contact centers. Foundation partnership and expert's presence allows us to pull together a group of influential players, each representing a specific sector from industry and public sector. Our activity is supported by this group and their expertise allows us to keep abreast of changes and developments within the industry. The founders group allows us to access a wide network of experience.

Contactcentres.be activity is governed by a three year strategy period which is initiated by the board and communicated around all interested parties who have an input to contactcentres.be activities.

### Founders group and mission statement

The founders group is an established forum of both corporate and public sector influences. Its success to date can be demonstrated by the successful launch of the contactcentres.be three years ago. Organisations investing in foundation partnership have the opportunity to participate in the benefits of corporate membership and are also invited to participate in a wider range of activities which assist contactcentres.be best practice and professionalism and offer the group the opportunity to be involved in driving the collective voice for the industry.

To promote and give recognition to the contact center management pro-

fession; to actively promote continuous professional development of contact center professionals; to provide a forum for knowledge sharing and networking across the industry.

Contactcentres.be activity is determined according to industry needs and this is formalised in a three year strategy plan in process. The existing contactcentres.be strategy was completed in December 2007 and plans are currently underway for our next update. The existing strategy is underpinned by our pledge to provide valued services to support our aims.

There are four main areas:

- Human resources
- Training
- Marketing & performance (image)
- Technology

Regional and national governments, in Belgium, play an increasingly important role in influencing the climate for organisations to deliver customer service and sales operations.

In particular, a wide range of legislation in the areas of health and safety, data protection and employment legislation have a tremendous impact given the size and scale of some contact centre operations. Contactcentres.be aims to influence and communicate to Government on these areas to ensure that business needs are at the forefront in any changes to legislation.

Professionalism is at the heart of contactcentres.be agenda and in this area contactcentres.be seeks to influence

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regional development and other local Government agencies to ensure that nationally agreed services.

Organisation Level: All contact centers have access to the code of conduct which is provided free to all members for self-audit, accreditation can be achieved by those organisations who seek this route through Belgian rules, institution and other accreditation bodies.

Contactcentres.be is actively involved in improving the skills base of those who work in contact centers in order that industry can be confident about future recruitment needs. This is a particularly an activity in view of the increasingly global nature of customer service and contact centre activity.

Professionalism is supported by a whole range of easily accessible products and services each developed to service the needs of the industry. These include:

- Annual event programme
- Best practice workshops
- Database
- Real-time benchmarking
- Contactcentres.be publications
- International networking opportunities through ECCCO
- Local networking opportunities

### Relationships establish new frameworks

Contactcentres.be seeks to extend influence for the benefit of contact centers. We have established relationships with lead suppliers of services and products to establish engagement frameworks e.g. recruitment exchange and technology forum. Contactcentres.be welcomes input from industry in the development of future initiatives. ■

Vincent Vanden Bossche



Networking and informations at [www.contactcentres.be](http://www.contactcentres.be)

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