



Customer Contact Salary Survey 2016

At Artis Customer Contact, we provide up-to-date market insight and expert knowledge on your sector. We offer key information for the Senior Customer Operations and Customer Experience sectors, covering permanent and interim rates across South West England, London, Midlands and South Wales.

Overview

2016 has been an active year for senior permanent recruitment, with volumes and variety of roles increasing to levels not seen since pre 2008 recession levels. There has been continued strong demand for Senior Customer Experience Professionals, Heads of Contact Centre and Operational Management roles. However, as we have progressed through the year we have seen an increase in demand for the support function roles - Resource Planning/Forecasting, Claims, Quality and Compliance.

While the utilities sector continues to be the most active there has once again been a sharp up lift in the financial services and retail sectors against recent years with organisations wanting to bring in proven talent from the external market.

Smaller sub 50 FTE operations have also featured more in the market, where senior leaders are required to wear the hats of 2 or 3 of their peers from the larger Corporate Operations. However, they do still experience significant restrictions on budgets to achieve their objectives.

Customer Contact growth looks set to continue through 2017 with a wider expectation on the variety of roles coming to the market due to the changing nature customers are choosing to communicate.

In general, the permanent market is once again candidate-driven, with many senior professionals only passively looking for new opportunities, and those in demand securing multiple offers. This is particularly true at the senior end where the top rated talent suggests they will not consider new opportunities unless approached proactively.

Job Type: Insight

Customer Experience

As consumer's interactions change in an ever more competitive market, organisations are becoming more aware of the need to give their customer an experience that is second to none. We are seeing companies investing heavily in new roles previously not part of their structures to enhance digital and telephony customer journeys and this is being reflected in the salaries that are being offered. There are genuine regional challenges when recruiting for customer experience professional with London and South East performing the strongest and naturally attracting candidates from other regions with strong packages or interim contracts. The demand for customer experience professional will continue to increase across the country with many organisations looking for a permanent solution, however they may be forced to consider an interim option initially. We at Artis have also seen an increase in commercial marketing professionals moving in to this space, adding to what should be an increasing pool of talent.

Contact Centre Directors / Head of Contact Centre

The geographic spread of Contact Centre Director and Head of Contact Centre roles has continued to be wide and with candidates at this level wanting to be commutable distance from home. This has often led to an interim solution coming in to hold fort or start the transition of change. We have seen an increase in amount of specialist headhunt search assignments at this level, as organisations look to attract candidates with specific skills and experience. While there is large number of candidates in the active market who would consider themselves good fits for these roles, quite often it is the subtle differences in a candidate's experience and cultural fit that organisations are interested in and that is more commonly found in candidates that are not in the active market. This market will continue to be a challenging due to complexities of what organisations are looking for and with this in mind we expect to see an increased requirement for a more specialist headhunt searches.

Operational Management

An important role which traditionally had a well-respected incumbent that had a several years of service has seen a significant amount of movement in 2016. With organisations changing their operating structures, the continued evolution of an office telephony environment now recognising itself as a contact centre, and the emergence of new smaller contact centres, this has created opportunities for ops leaders to seek new challenges. Base salaries have stayed relatively static however candidates at this level are a lot more knowledgeable on what they are looking for in a role, company or package. Things such as homeworking, flexible working and car allowance have been hot topics in negotiations. Also operational leaders are looking for sense of engagement through recruitment process as well as an alinement of personal and company values. If there is any doubt in an ops leader's mind, then they will wait for the right role no matter how attractive the offer. Get this right and watch your Contact Centre performance grow.

Resource Planning, and Forecasting

Demand has stayed consistent for Resource Planning and Forecasting professionals. This is an area that has traditionally not seen huge amounts of movement however with company's looking to drive different customer contact channels that enhance the customer experience and become more efficient at what they do at the same time, we have started to see the demand for strong planners and forecasters gently increase. The need for strong calibre candidates here has quietly intensified with many organisations looking for candidates who are familiar with specific workforce management software and/or have a strong understanding of manual forecasting. Companies are also being very considered with their candidate's team fit as this role requires you to work with a large number of stakeholders across the business balancing a number of different focuses. Resource Planning professionals generally have a long tenure of service and are often undervalued with salaries for long serving employees staying static, however they are quite often approached by recruiters who can often secure them considerable salary increases with organisations who understand their value. There is a strong pool of developing talent here however market conditions suggest that demand will stay consistent in 2017.

Team Management

Team Managers were once seen as an easy replaceable part of leadership team with organisations often being able to recruit satisfactory candidates externally or opt to recruit an internal hire based on their personal performance against KPI's, however this has changed. The realisations that an unskilled Team Manager can now do more harm than good has led to organisations offering strong leadership development programmes tied in with competitive salary increases. While demand for skilled team managers is still high the reality is that a skilled team manager will have a strong career plan in place and be on a very competitive salary that is well above the market average. We are starting to see those structure development programmes being put in place for advisors and moving in to 2017 this will increase availability for external hires. We at Artis have also seen an increase in retail management professionals moving in to the customer contact space, again adding to what should be an increasing pool of talent.

2017 and beyond...

Hiring forecasts for 2017 are positive, and employers aiming to increase head count will be tasked with differentiating themselves from the competition in order to win talent. Experts predict many of the recruiting trends prevalent last year—branding, maximizing talent analytics, repairing the candidate experience and leveraging untapped sources of hire—will continue to resonate in 2017. As the employment market continues to tighten, it will become increasingly difficult for employers to differentiate themselves and find the quality, skilled candidates to meet their needs. Attracting and retaining talent will remain a challenge as top candidates experience an increase in competitive job offers, along with better salaries and opportunities.

Regional Customer Contact Salary Survey

	Min	Max	Average	Interim Day Rate
Contact Centre Director				
South West & Midlands	£80,000	£110,000	£95,000	£700
South East	£75,000	£120,000	£97,500	£800
South Wales	£70,000	£100,000	£85,000	£650
London	£80,000	£140,000	£110,000	£850
North West and North East	£70,000	£105,000	£87,500	£700
Head of Contact Centre/Operations				
South West & Midlands	£55,000	£85,000	£70,000	£500
South East	£62,000	£90,000	£76,000	£550
South Wales	£52,000	£70,000	£61,000	£450
London	£65,000	£90,000	£77,500	£550
North West and North East	£55,000	£75,000	£65,000	£500
Contac Centre Manager				
South West & Midlands	£33,000	£50,000	£41,500	£300
South East	£35,000	£50,000	£42,500	£350
South Wales	£28,000	£45,000	£36,500	£250
London	£40,000	£60,000	£50,000	£380
North West and North East	£30,000	£50,000	£40,000	£300
Sales Centre/Outbound CC Manager (OTE package)				
South West & Midlands	£40,000	£60,000	£50,000	£300
South East	£45,000	£65,000	£55,000	£350
South Wales	£30,000	£60,000	£45,000	£300
London	£45,000	£70,000	£57,500	£380
North West and North East	£37,000	£60,000	£33,500	£320
Team Manager				
South West & Midlands	£20,000	£30,000	£25,000	
South East	£24,000	£30,000	£27,000	
South Wales	£19,000	£25,000	£22,000	
London	£23,000	£32,000	£27,500	
North West and North East	£19,000	£28,000	£23,500	
Head of Planning / Forecasting				
South West & Midlands	£55,000	£80,000	£67,500	£500
South East	£55,000	£85,000	£70,000	£550
South Wales	£45,000	£75,000	£60,000	£500
London	£55,000	£85,000	£70,000	£550
North West and North East	£50,000	£80,000	£65,000	£500
Planning / Forecasting Manager				
South West & Midlands	£30,000	£45,000	£37,500	£350
South East	£30,000	£45,000	£37,500	£375
South Wales	£25,000	£40,000	£32,500	£300
London	£35,000	£48,000	£41,500	£400
North West and North East	£28,000	£45,000	£36,500	£350

Outsource - Business Development Manager (Basic only)				
South West & Midlands	£45,000	£90,000	£67,500	
South East	£50,000	£110,000	£80,000	
South Wales	£35,000	£80,000	£57,500	
London	£55,000	£120,000	£87,500	
North West and North East	£40,000	£90,000	£65,000	
Contact Centre Training Manager				
South West & Midlands	£29,000	£50,000	£39,750	£500
South East	£30,000	£50,000	£40,000	£500
South Wales	£27,000	£50,000	£38,500	£400
London	£32,000	£60,000	£45,000	£550
North West and North East	£28,000	£50,000	£39,000	£400
Head of Customer Experience				
South West & Midlands	£55,000	£110,000	£82,500	£700
South East	£55,000	£110,000	£82,500	£700
South Wales	£40,000	£70,000	£55,000	£500
London	£65,000	£140,000	£102,500	£800
North West and North East	£50,000	£100,000	£75,000	£700
Customer Experience Manager				
South West & Midlands	£35,000	£60,000	£47,500	£400
South East	£38,000	£65,000	£51,500	£400
South Wales	£33,000	£60,000	£46,500	£400
London	£40,000	£70,000	£65,000	£450
North West and North East	£35,000	£58,000	£46,500	£400
Customer Complaints Manager				
South West & Midlands	£45,000	£70,000	£57,500	£350
South East	£45,000	£70,000	£57,500	£400
South Wales	£35,000	£65,000	£50,000	£350
London	£45,000	£75,000	£60,000	£450
North West and North East	£40,000	£70,000	£55,000	£350

** Where no figures have been included we were not able to ascertain a strong indicator. With business development roles these may be outsourced to lead generation businesses, or contracted on a heavily focused results basis. For more junior roles these are rarely offered on a daily rate.*

Key Findings

67% of employers expect business activity to increase during 2017

28% of employers have increased the pay of their staff in the last 12 months

76% are looking to recruit more permanent staff in 2017

54% of Customer Contact professionals spoken to said they would be looking for a new role in 2017

Who are we?

We're Artis Recruitment Ltd, a proudly independent and well-established specialist recruitment consultancy based in Bristol. Founded in 2007 by three experienced Directors, we work with some of the UK's leading brands, helping them hire the very best talent available across a range of niche disciplines. Our core market is at the mid to senior level, both interim and permanent roles, across the broader South West, Thames Valley and into London. We are a team of dedicated recruitment specialists supplying Accounting & Finance, HR, Procurement, Marketing & Communications and Customer Contact staff.

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