



MEDIA RELEASE

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Report favours Tasmanian call centres

Tasmanian call centres offer huge advantages, according to a report commissioned by Excelior and Burnie City Council.

The independent report (Nearshoring: Examining true value in customer contact networks), by Access Economics, revealed that for many call centre functions, nearshoring compared favourably with offshoring when all costs of outsourcing and managing a contact centre were considered.

Burnie Mayor Alwyn Boyd said the report was good news for call centres in Burnie, which support many employees.

“The report shows that there are benefits all round for using ‘nearshore’ regional alternatives in Tasmania instead of the more expensive capital cities and international offshore locations,” Mayor Boyd said.

“We’re being told that the perceived trade-off between cost and quality has now emerged as a key issue in the choice of contact centre location.

“We need to support and promote our local advantages, especially when we have the evidence to prove our product is more efficient and cost effective.”

Mayor Boyd said the report findings would hopefully lead to the further growth of the call centre sector in the region.

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