



Date: 16 August 2017

Dear Members / Contact Centre Industry Practitioners,

The Hong Kong Call Centre Association (HKCCA) has a mission to help develop local organisations within the contact centre industry to improve their business and service to customers by deploying best management practices and latest technologies and voicing out views and concerns on behalf of the industry on key issues e.g. the Person-to-Person Telemarketing regulation issue.

This year, to strengthen our knowledge on the demand of different sectors for contact centre requirements, and reflect an undated status of the business environment to the Government in terms of contact centre number; scale; business nature; operation mode; facilities and employment situation so as to allow the Government due consideration in setting policy, we have commissioned Hong Kong Quality Assurance Agency (HKQAA), an independent market research body, to assist us to undertake a study on the contact centre industry in Hong Kong.

### **About the study**

The study will cover 3 key aspects and information will be collected including:

- Basic information of the contact centres of your organization;
- Your organization's interaction methods with customers; and
- Automatic information delivery channels used by your organization.

The interview will be conducted through telephone / online starting from 21 August 2017 for approximately 5 minutes. We target to complete all the interviews by 29 September 2017. Please be rest assured that HKQAA will not be seeking any commercially sensitive information and neither you nor your company will be singled out in the research findings. Information collected will used solely for HKQAA's internal analysis on this particular research.

We greatly appreciate your participation and willingness to share your thoughts with us. Your feedback is always important for the development of the contact centres business in Hong Kong. Organizations participated in this survey will receive a copy of the report as a token for their contribution.

Yours sincerely,

Chapman Lam

Chairman, Hong Kong Call Centre Association

### **About “Hong Kong Quality Assurance Agency (HKQAA)”**

Established in 1989 as a non-profit-distributing organisation by the Hong Kong Government, Hong Kong Quality Assurance Agency (HKQAA) helps industry and commerce in the development of quality, environmental, safety, hygiene, social and other management systems. The professionals in HKQAA possess a wide range of international and industrial knowledge and experience to provide the market with a full spectrum of conformity assessment services.

Please visit website [www.hkqaa.org](http://www.hkqaa.org) to learn more about Hong Kong Quality Assurance Agency.