



# Customer Contact

## Salary Survey & Market Report 2012

### Introduction

2011 has proved to be an interesting year in terms of both the *volume* and *type* of roles brought to market. Whilst overall volumes still remain down on 2007 and prior, there continues to be greater movement at a senior level across all sectors as compared with 2009-10.

### Trends

More than previous years it is difficult to evaluate specific geographic trends. It's true, there have been more roles recruited in the North and London than other areas, but the North specifically was hit hard in the down turn and along with London currently receive the highest number of applicants *per* role - indicative of an imbalance between supply and demand. It has also been a challenging year in Wales seeing slower improvements than in the South West, Midland and South East, but all of have seen encouraging signs against 2010.

Also of note, it is clear that companies are continuing to invest more in their own talent and succession planning. One result of this is that BAU roles (if they exist) are now typically being filled by internal candidates and seen as development opportunities. This has led to an increased number of broader-based roles that incorporate specific change & transformation into operational positions coming into the market ... often recruited initially on an FTC or interim basis.

Additionally, as companies look to improve their sales and service propositions, it is also encouraging to see more senior Customer Experience roles being created by businesses. Where historically these roles have sat within Sales & Marketing, increasingly companies are interested in engaging with senior operational specialists to create and implement customer experience strategies that make a measurable improvement in both operational performance and customer satisfaction: it can be difficult to benchmark salaries for such roles, though. Related to this, and specifically within Financial Services, we have seen more specialist Complaint management roles being recruited. Again companies are looking beyond the basic transactional resolution of complaints to understand route cause and to drive change within process and behaviours to improve Customer Experience across the board.

Whilst it can still appear challenging to candidates in the open market we have also seen more companies looking to attract people from other Customer Contact Industries. Progressive companies in Financial Services, Telco and broader Utilities have recognised they have sufficient technical expertise in-house, and to genuinely drive improvements in customer engagement they are looking to attract applicants from other business they acknowledge have high engagement scores

Of note too, we have seen many examples where the recruitment process is taking longer than previous years. While companies naturally want to appoint the right person it is going to be important in 2012 that companies look closely at their Candidate Experience to evaluate what first impression this gives a prospective candidate.

Finally, salaries broadly haven't seen any notable increases on 2010, with many companies needing to achieve more from the same resources.

### About Us

Artis Customer Contact is a leading independent specialist recruitment business placing mid to senior level Contact Centre and Customer Experience professionals across the wider South West, Thames Valley and South Wales; typically, the M4 & M5 corridors. We serve a great many major blue chip and other commercial clients as well the public and not for profit sectors. For more information please visit [www.artiscc.co.uk](http://www.artiscc.co.uk)

	Min	Max	Average	Interim Day Rate
<b>Contact Centre Director</b>				
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
<b>Head of Contact Centre / Operations</b>				
South West & Midlands	£55,000	£75,000	£65,000	£500
South East	£62,000	£80,000	£71,000	£550
South Wales	£52,000	£70,000	£61,000	£450
London	£65,000	£85,000	£75,000	£550
North West and North East	£55,000	£75,000	£65,000	£500
<b>Contact Centre Manager</b>				
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
<b>Sales Centre / Outbound CC Manager (OTE package)</b>				
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
<b>Team Manager</b>				
South West & Midlands	£19,000	£30,000	£24,500	-
South East	£24,000	£30,000	£27,000	-
South Wales	£18,000	£25,000	£21,500	-
London	£23,000	£32,000	£27,500	-
North West and North East	£19,000	£28,000	£23,500	-
<b>Head of Forecasting / Planning</b>				
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
<b>Forecast/ Planning Manager</b>				
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

	Min	Max	Average	Interim Day Rate
<b>Outsource – Business Development Manager (Basic only)</b>				
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	-
<b>Contact Centre Training Manager</b>				
South West & Midlands	£29,500	£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	£46,000	£550
North West and North East	£28,000	£50,000	£39,000	£400
<b>Head of Customer Experience</b>				
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
<b>Customer Experience Manager</b>				
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
<b>Customer Complaints Manager</b>				
South West and 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 an 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.*