



MEDIA RELEASE *(with campaign graphic)*

A shout out for people keen to work in Bay contact centres

A social media campaign is kicking off to find out how many people are keen to work in customer service contact centres that may be coming to Hawke's Bay.

Business Hawke's Bay, Hastings District Council, Napier City Council and other agencies are working with local social media company, Social Kiwi to reach residents 18 years and over to develop a 'big picture' view of the potential employee pool, and what level of customer service experience exists within the region.

This information will be used to strengthen approaches by local agencies to businesses considering setting up or moving contact centre services to Hawke's Bay. It will also allow direct access to potential employees once those businesses set up here, as those who respond to the survey can elect to include email contact details.

"We're keen to find out how many people are interested in working in Hawke's Bay-based contact centres, and of these how many already have proven contact centre or customer service experience," says Susan White, Chief Executive Office of Business Hawke's Bay, the region's business-led economic development agency.

"Respondents to our survey will be alerted when contact service jobs became available, provided they supply an email address," she says.

"We're expecting there to be a range of positions available, including entry level opportunities, it won't just be experienced people who will be needed so this could be an excellent first job for school leavers, and there may be part time opportunities for EIT and other tertiary students.

"Key to all of the roles will be a strong commitment to deliver outstanding customer experience."

The four-week digital media Contact Centre Shout Out! campaign running until October 10, will include Facebook, LinkedIn, and Twitter posts and ads. Although predominantly targeting current Hawke's Bay residents, respondents from outside the region will not be excluded and, if approached to apply for subsequent vacancies, they may elect to move here.

"We're being honest - we don't know exactly what these jobs will look like, or when they will become available, but we do know these new permanent, salaried positions are coming,"



says Mrs White. “We’re excited at the potential for new employment opportunities for the region.”

The campaign is not directly linked to the initiative by Kiwibank to set up a regional centre in Hastings that will include contact centre services, but Mrs White says that if Kiwibank was interested, the ‘big picture’ summary information would be shared with them.

A link to the online survey can be found on Business Hawke’s Bay’s Facebook and LinkedIn pages.

For more information, contact:

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