

A wider workforce for contact centres

ContactAbility is a nationwide not-for-profit initiative to encourage and facilitate contact centre careers for disabled people. Our objective is to get an additional 50,000 disabled people working within the UK's contact centre industry in three years. Launching in 2013, we aim to reach our ambitious target by 2016.

The UK contact centre industry currently employs approximately one million people in the UK – comprising approximately 600,000 agents and 400,000 support staff. Current turnover is around 20% per year, meaning 600,000 vacancies over the course of our project. If only 8% could be filled by disabled people, we will have fulfilled our objective.



Why disabled Workers?

Contact centres need loyal, motivated and flexible candidates who can communicate across the full range of media channels – not just phone lines but increasingly live chat, social media and web forums. Disabled people need career opportunities that are accessible, flexible and even don't necessarily require daily travel to a central office.

ContactAbility is working to help companies understand the obvious benefits of recruiting disabled candidates, whether working from home, or from a contact centre or from a local hub. Then, ContactAbility can provide help, advice and support to make this a reality for contact centres ready to take action, and for disabled people who want to take advantage of the training and career opportunities that exist.

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Just consider employing one disabled person into the contact centre, and ContactAbility will help you every step of the way...

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How do we do it?

By creating an online portal – promoted by a series of roadshows and workshops – that brings together all the information, training, networking, expertise, practical assistance and technology that's needed to make our vision a reality.

Backed up an exciting scheme of accreditation, we offer everything that a contact centre needs – all they have to do is say 'yes'

And given that ContactAbility is about making connections and promoting inclusivity, it's no surprise that this is a partnership initiative. We also have a committee of trustees representing the disabled community, the contact centre industry and technology providers. Together, we are able to truly able to offer a 'one-stop-shop' and give industry what they have been seeking over many years.



Who are we?

The huge potential of this project – and its economic and social significance – is evidenced by the tidal wave of support and encouragement we have received while planning ContactAbility. From Team GB's Paralympics football captain David Clarke to the Government's Minister for Disabled People, Esther McVey, and organisations including the Business Disability Forum, Contact Centre Association, CBI, UBM, Remploy, Citizen's Advice Bureau and Disability Rights UK.

Benefits for contact centres:

- Access to a loyal workforce
- Lower staff turnover
- Cost savings and quality improvements
- Flexible roles and shifts
- A demonstrable CSR initiative
- Increased reputation attracting new customers
- UK-based staff with attractive skillsets

Benefits for disabled workers:

- Career opportunities in an exciting sector
- Challenging roles
- New training and skills
- Career progression – not just a job
- Greater self-sufficiency
- Flexible working patterns
- Contributing to economic growth

