



A wider workforce for contact centres

Call us on 0333 222 7222
Find us at www.contactability.org.uk

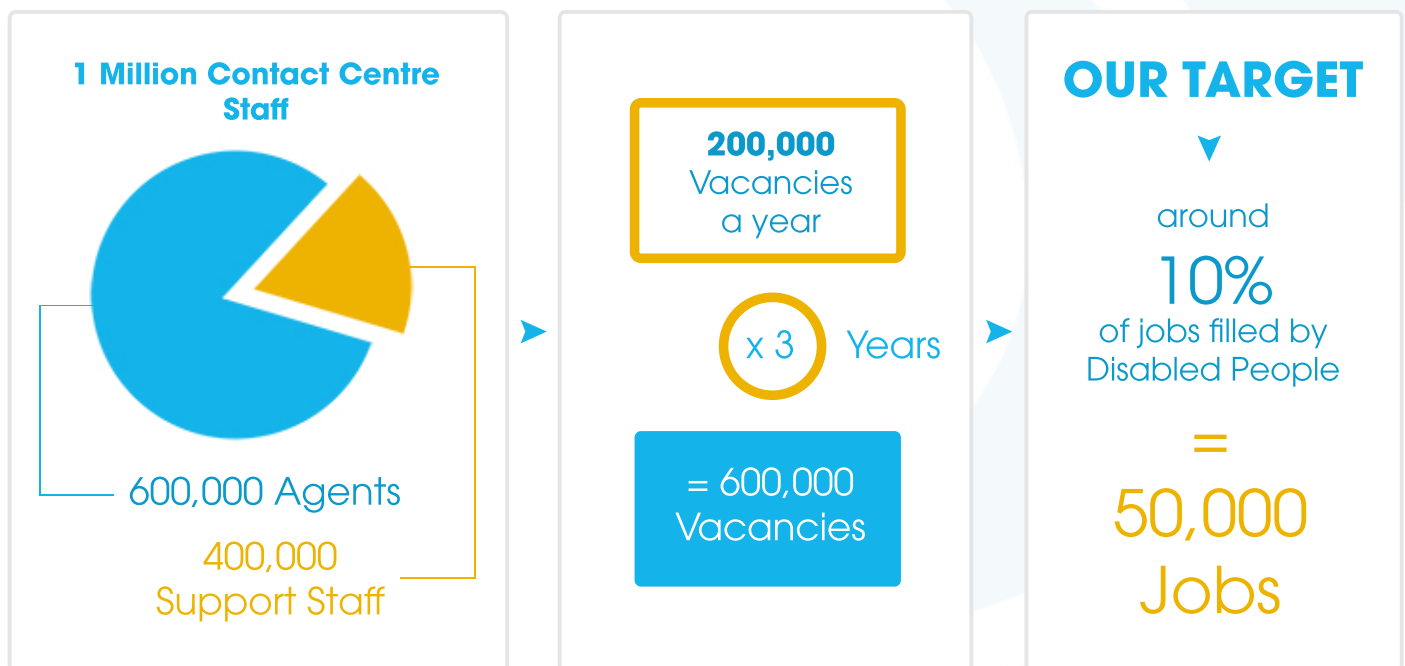
A wider workforce for contact centres

ContactAbility is a nationwide not-for-profit initiative to encourage and facilitate contact centre careers for disabled people working remotely.

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 goal by 2016.

It's an ambitious target but we believe it's achievable. Here's why...

The UK contact centre industry currently employs approximately one million people in the UK - comprising approximately 600,000 agents and 400,000 support staff. As a result of industry growth, the reversal of off-shoring and traditionally high staff turnover, there are more than 200,000 vacancies each year. That's around 600,000 vacancies over the course of our project. If just a little under 10% could be filled by disabled people, we will have fulfilled our objective.



Why disabled people?

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 don't necessarily require daily travel to a central office.

Whether working from home, or from a contact centre or from a local hub, ContactAbility is working to promote flexible working to meet the needs of disabled workers and Contact Centres alike. The world is changing. In the US, for example, up to 60% of agents are homeworkers. In the UK the move to more flexible working is slower but is growing, and ContactAbility can help companies take advantage of this trend to help recruit disabled candidates, as the benefits are clear.

ContactAbility aims to help contact centres develop home-working jobs for disabled people, and to make disabled people aware of the training and career opportunities that exist.

How do we do it?

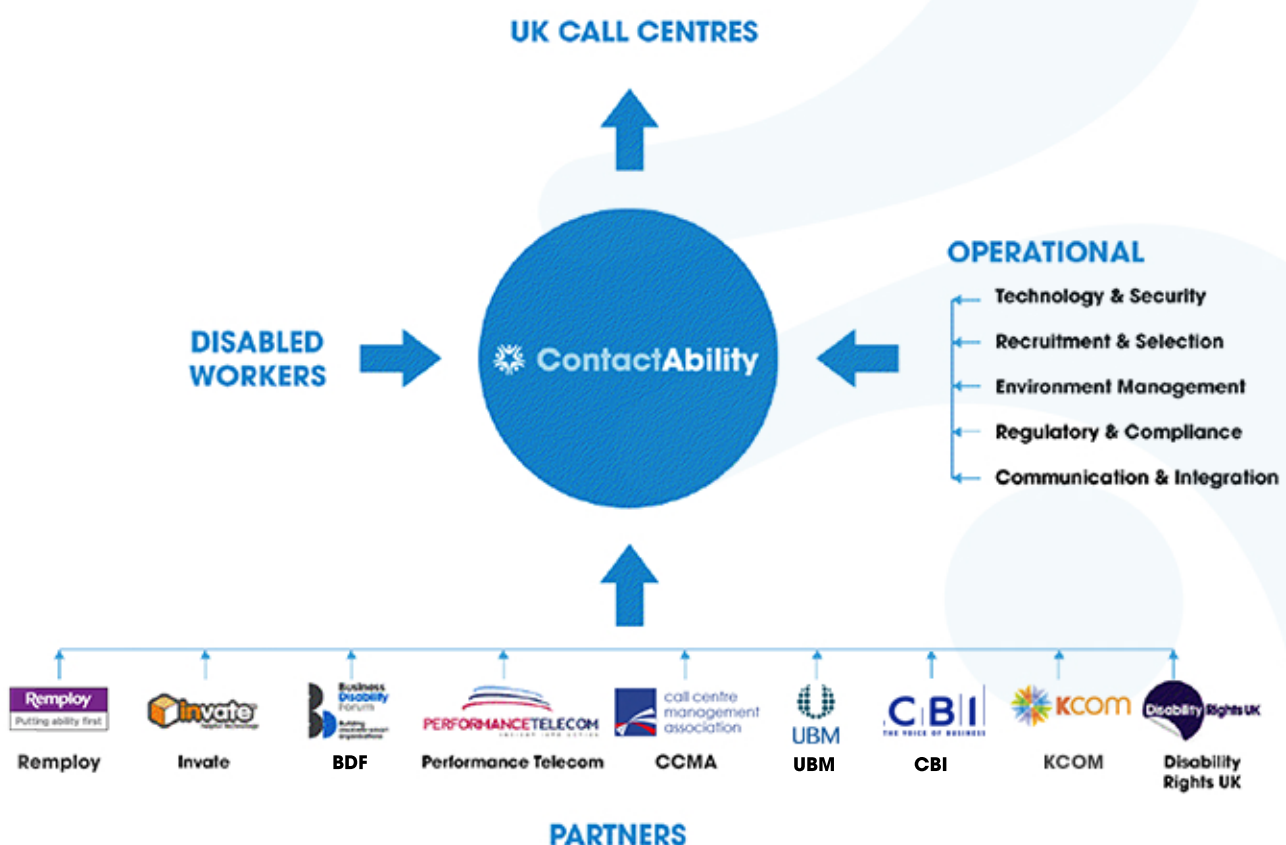
By creating an online portal – promoted by a series of roadshows and workshops – that brings together all the information, training, networking, expertise, practical assistance and technology that's needed to make this happen.

Our vision is to make ContactAbility a recognisable standard that employers can be proud to have achieved. If we are as successful as we hope to be, our long-term ambition is to develop an independently-verified scheme of accreditation and offer dedicated facilities for outsourced contact centres staffed by disabled workers.

Who are we?

Given that ContactAbility is all about making connections and promoting inclusivity, it's no surprise that this is a partnership initiative. We have a committee of stakeholders representing the disabled community, the contact centre industry and the technology providers we need to facilitate home-based working for disabled people.

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 in the early stages of 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. The feedback we have received from individuals and groups we have met has been universally positive.



Why don't you join us too and participate in making ContactAbility happen?

There are fantastic benefits for everyone involved...

Benefits for contact centres:

- Access to a loyal and workforce
- Lower staff turnover
- Efficiency savings that arise from home-based working
- Flexibility of staff who can work varied shifts or continuous service
- A demonstrable CSR initiative
- A greater ability to serve – and empathy with – disabled customers
- UK-based staff with great communication skills
- Publicly funded financial incentives and grants to support recruitment of disabled people.

Benefits for disabled workers:

- New career opportunities in a vibrant, people-orientated industry
- Gaining new training and skills
- Career progression
- Greater self-sufficiency and less reliance on benefits
- Flexibility to work at different times/days
- The confidence that comes from contributing to economic growth



Our Goal: **50,000** contact centre jobs for **disabled people** in **3 years**

What do we need from you?

Participation, support, funding and sponsorship



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