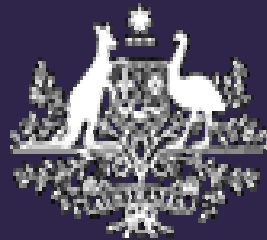


# CONTACT 1-2-1

## Contact 1-2-1

**Excellence. Flexibility. Affordability**  
Contact Center Outsourcing made easy.

[www.contact121.com.au](http://www.contact121.com.au)



**Australian Government**

**Austrade**

# Why Select Australia as Offshore Location?

- Excellent cultural match to US. Better than Asia, India or the Philippines
- Australia is a well developed First World country
- Political, economical, and financial stability is greater than other offshore locations. Australia is a low risk location compared to India, Philippines, South America, and Indonesia
- Working conditions are excellent and similar to the US
- Contact Center industry is mature. Higher quality agents, technology, infrastructure and processes than other lower cost base countries
- Large pool of highly qualified Contact center agents. Most agents hold industry qualifications, with well spoken English and no distracting accents

# Why Select Australia as Offshore Location?

- Strong Customer Service and Sales culture servicing a demanding population with high expectations of customer service.
- Staff turnover rate at Contact 1-2-1 is 4%, compared to 38-70% in India
- Infrastructure in Australia is superior to any other low cost base: Fibre, Satellite, VoIP, Power, redundancy.
- Large number of Technology Vendors exist in Australia that also exist in the US, i.e. Noble Systems
- Government Incentives provide added financial benefits

# Cost Benefits of Australia

- 20% to 35% cheaper than domestic US rates for call center outsourcing
- High probability of Government financial assistance for offshore companies investing in Australia
- Economic strength of Australia is superior to many other countries
- Democratic and stable
- Workforce is highly skilled and diverse
- Cost of real estate, labour and telecommunications are amongst the lowest in the region

# Cost Benefits of Australia

- Sophisticated ICT Systems; Australia has the highest availability of IT skills in the region, ranking us as one of the most technologically literate people in the world.
- Open, efficient regulations; Australia's regulatory system is one of the most transparent and efficient in the world
- Strategic time zone; "follow-the-sun" solutions to make 24 hour operations more economical
- Quality of life; Australia is the number one place in the world where expatriate staff want to live and work (EIU 2002).
- More information is contained at the Invest Australia Government website:

<http://www.investaustralia.gov.au/index.cfm?menuid=DB20D1C7-0190-1F2D-D4F00B0DE14D58B8>

*Thank you for time*

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