

LOCATIONS MATRIX BY KEY MEASURES DATA

	1	2	3	4	5	6	7	8	9	10	11*	12
Dearne Valley	671,025	85,319	20.4%	8.0%	7.4%	2.0%	£12,321	£11,748	7	5.1%	23%	3,239
Manchester	1,180,755	287,945	17.6%	6.2%	6.5%	1.6%	£16,866	£15,578	103	5.5%	27%	10,575
Sheffield	655,353	74,708	20.5%	6.7%	7.9%	1.4%	£15,550	£12,492	27	4.0%	23%	8,394
Best Choice	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	LOW	LOW	LOW	LOW	LOW	LOW

TASK 1: Imagine you work for OMIS and you need to decide which of these 3 locations to recommend to Port@l. Use the information in the matrix above to make your choice. Can you think of a simple technique that will enable you to sort out the matrix information in a clear and accurate way? Once you have reached your decision write your first choice below:

MY CHOICE OF LOCATION FOR A NEW CALL CENTRE WOULD BE

** One interesting paragraph in the report refers to the information linked to Staff Attrition (11). It states 'Across the U.K. average annual staff attrition in the call centre industry is estimated at 25%. The most testing period is generally the first 3 months of employment. However there is rarely much loyalty among call centre staff. Priorities also appear to be changing, with more emphasis now being placed on working hours than money. (This may change again in an economic recession).It is notable that while the sector's presence is high in Sheffield and the Dearne Valley, staff attrition remains relatively low, largely as a consequence of the lack of competing employment opportunities in these areas. In Manchester, a bigger problem is managing expectations, particularly of younger staff.'*