

## Part 3 : The Evolution of the Contact Centre - The state of play in 2021: hope, resilience and balance



This third instalment in the CCMA's 'Evolution of the Contact Centre' series in partnership with Puzzel, is published just as we emerge from a long winter under lock down. After such a prolonged period of restrictions, it is not surprising that contact centre workers are understandably feeling the strain.

This report does not make for easy reading. It unflinchingly documents the toll that the ongoing pandemic has taken on the people working in our sector. Yet there are reasons to be hopeful. The number of infections is falling and vaccine roll out is on target. Leaders of contact centres up and down the country are united and single-minded in their commitment to prioritising the well-being of colleagues.

When the country begins to re-open and bounce back, our industry will emerge a more resilient one, better equipped than ever to deliver the experiences that our customers and colleagues demand and deserve.

Thank you to Atom Bank, Atos, Ascensos, Bupa, Estee Lauder Companies, Halfords, Fiserv, Moneypenny, Travelport, Paymentsshield and Vivid Homes, for your participation.

[Part 3 - The- Evolution-of- the-Contact-Centre- 2021.pdf](#)