

# Business Services Centre Industry

BSC Opportunities Summit

Monday, April 3 2017

(10h00am-3h00pm)

Delta Beausejour



# Presentation agenda

Time	Item
10h10-10h40am	Welcoming remarks and introduction
	Summary of the work done
	Review of ONB vision and key priorities
	Business Services Centre strategies structure
	Overview of the initiatives
	How we see things in the future...
	Comments and Questions session



# What You Said ...

- **Rebranding the Industry**
  - ✓ Improve industry perception and image
  - ✓ Celebrate the brand and the industry
  - ✓ Remove the name “call centre”
- **Establish Business Centre Strategies**
  - ✓ Define strengths and leverage them
  - ✓ Create initiatives based on regional needs
- **New training and education models**
  - ✓ Skills and demographic targeted training
  - ✓ New models of training delivery
- **Identify Home-based agent opportunities**
  - ✓ Development of the business opportunities
  - ✓ Ensuring that the infrastructure, technology, training are in place



# What we've done....

- **Active Account Management**
  - ✓ Strengthen government relationship with industry
- **Evolve from Contact Centre to Business Services Centre**
  - ✓ To better promote multiple-lines of business
- **Establish strategies and initiatives**
  - ✓ Contact NB, Industry, ONB collaboration
- **BSC Industry Committee in place**
  - ✓ To identify the improvement opportunities
  - ✓ Identify labour supply issues
  - ✓ Propose solutions to address issues

# Vision and Key priorities

**Our vision** Our vision for the New Brunswick Business Service Centre sector is to be a global leader, identifying and addressing corporate needs while providing stable, well-paid employment and economic value to the province's residents.

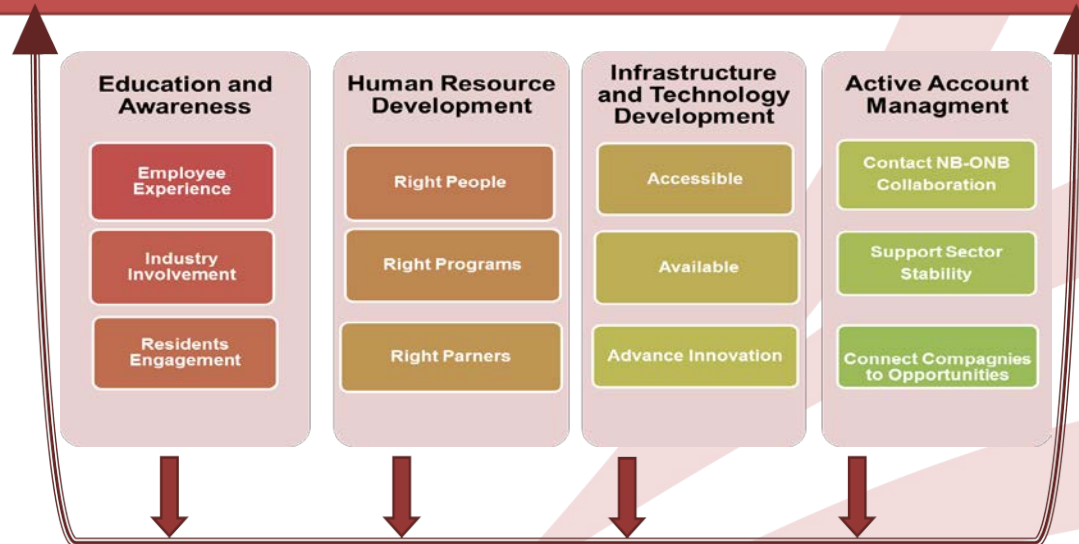
To help achieve this, ONB has identified the following strategic priorities :



# Business Services Centre Strategies

Committee for  
Contact Centres in NB

Vision: Our vision for the New Brunswick Business Service Centre sector is to be a global leader, identifying and addressing corporate needs while providing stable, well-paid employment and economic value to the province's residents



# Pillar 1: Education and Awareness

- Increase awareness of the sector and positively position the industry to the stakeholders.
  - ✓ Education and Awareness Marketing Campaign;
    - ✓ Show-case the various Career opportunities (testimonials)
    - ✓ Industry community engagement
    - ✓ Demonstrate benefits of centre operations
- Develop and share centre's best practices
  - ✓ To reorient residents about industry role in NB;
    - ✓ Positive economic impact



# Pillar 2: Human Resource development

- Identifying labor supply issues with the industry
  - ✓ Propose solutions to address issues
  - ✓ Attract talent
- Methodologies to engage all target demographics
  - ✓ ONB's team of Talent Recruitment Executives
  - ✓ Right programs and partners to support target demographics
- Development of training and programs
  - ✓ Based on the specific demographics and skills gaps
- New Atlantic Immigration Pilot project

# Pillar 3: Technology Enhancement

- Make sure that physical and telecom infrastructure is in place to support the sector growth;
  - ✓ Looks at the development of the Home-based work
  - ✓ Regional shared training facilities (Hub)
  - ✓ Telecommunications network across the province
- Support research and development efforts
  - ✓ Explore the “Living Lab” concept
  - ✓ Facilitate the adoption of innovative technologies

# Pillar 4: Active Account Management

- Strengthen government relation with industry
  - ✓ Participation to Contact NB-Industry events
- Research and validate industry trends and needs
  - ✓ Visited 75% of centres to date
- Partnership with Contact NB and Industry
  - ✓ To build a collaborative ONB-Contact NB-Client framework

## What next...

- ✓ Contact NB-Industry-ONB are working together to strengthen the value proposition for the business services sector;
- ✓ Reorient residents about the industry role in NB economy and to create an awareness of the sector;
- ✓ Determine the best methodologies to attract talent to the sector;
- ✓ Make sure that we explore the potential for the sector to become a leading area for innovation.

Comments or questions ?