



**StreetSmart** Call Centre

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## **Contact Centre Industry Needs to Embrace Entrepreneurship in Post-GFC Environment**

The contact centre industry needs to embrace entrepreneurship and become more innovative to regain strategic competitive positioning in the post-GFC environment. Research presented in a report by **StreetSmart** Call Centre outlines that in the past, companies facing hostile conditions similar to those created by the GFC, have successfully regained strong market positions by embracing corporate entrepreneurship.

"The research that we undertook confirmed that the current environment tends to elicit entrepreneurial behaviour. The organisations that have come out on top after a difficult period have been those that have embraced positive change. However, the research also confirms that many organisations will be ineffective in embedding the required change to enable them to adapt to the hostile environment. There are numerous obstacles in the corporate environment preventing effective entrepreneurship.

The research specifically addresses the issues faced by corporate entrepreneurs. Companies that effectively address those obstacles can reap the rewards of smart entrepreneurial activity. We identified twelve (12) recurring themes in companies that had successfully adapted to a hostile environment and came out on top", said Joe Tawfik, founder and CEO of the **StreetSmart** Group.

The report has particular relevance to the contact centre industry. There are few industries that can lay claim to being truly global in nature. Thanks to technology, contact centre operations can be delivered from any location around the world. This lends itself to global competition and the threats from international competitors competing with lower cost bases and comparable services. With the additional complexities brought on by the GFC, these elements create particularly hostile conditions. Innovation embodied in the form of entrepreneurship is the key for the local contact centre industry to thrive and carve out a strategic position for itself in the global landscape.

The report is available for free at: [www.streetsmartcc.com](http://www.streetsmartcc.com)

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About: **StreetSmart** Call Centre

[www.streetsmartcc.com](http://www.streetsmartcc.com)

**StreetSmart** Call Centre is a firm that is dedicated to serving the call centre industry by providing breakthrough outcomes for its clients. It provides consultancy and management services to its clients. Its goal is to provide solutions that are “street-smart” for its clients. We define street-smart solutions as those that have been proven to work by the most successful practitioners in the industry. The solutions are based on actual experiences or documented industry case studies. What differentiates our solutions from others is that our solutions are usually alternate solutions not normally considered in the standard decision-making process.

**StreetSmart** Call Centre is part of the **StreetSmart** Group.

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