

CONTACT CENTRE OVERVIEW

April 2025

This overview provides a summary of information about Contact Centre services, including information on the workforce, training, qualifications, businesses and the economy.

Contact Centres play a crucial role in New Zealand's business landscape, providing essential customer service support to businesses, government agencies, and banking institutions.

Key information about this overview

Counts presented as "no change" while there is a difference in the numbers presented represent differences that sit within the margin of applied random rounding.

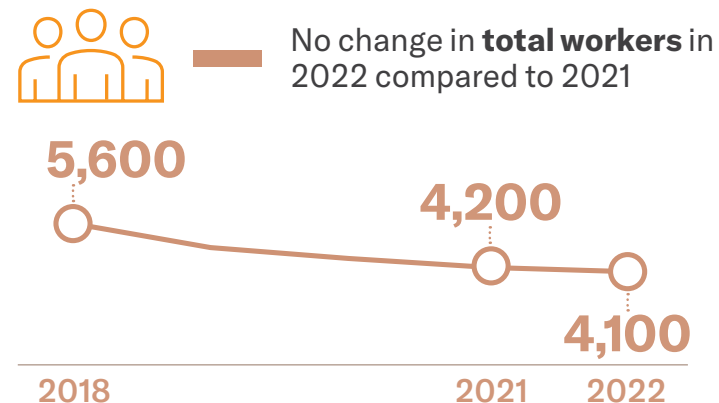
Workforce, business, economic, training and qualifications data presented here may differ from other previously published work from Ringa Hora. For more information on our methodology, or for more detailed breakdowns of the data presented here, please visit: www.ringahora.nz/service-sector-overviews

Integrated Data Infrastructure disclaimer

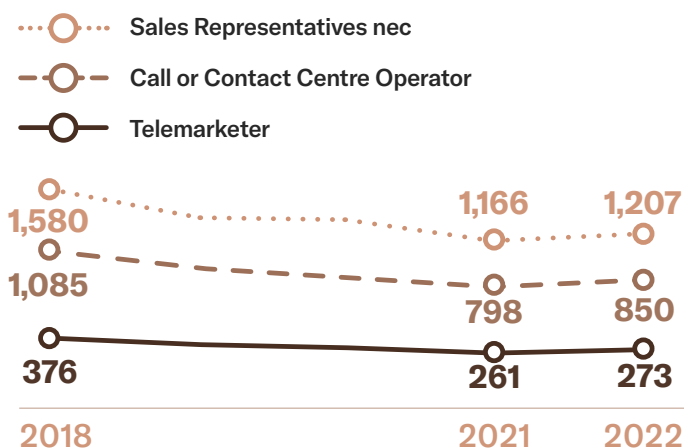
These statistics are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) and Longitudinal Business Database (LBD) which are carefully managed by Stats NZ. For more information about the IDI and/or LBD please visit www.stats.govt.nz/integrated-data

The statistics are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes and is not related to the data's ability to support Inland Revenue's core operational requirements.

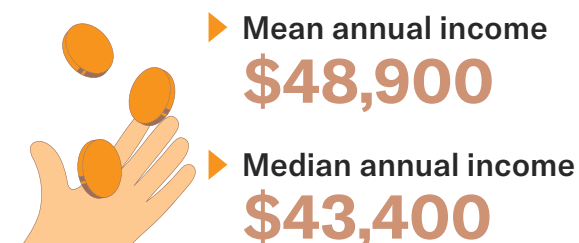
Our Workforce



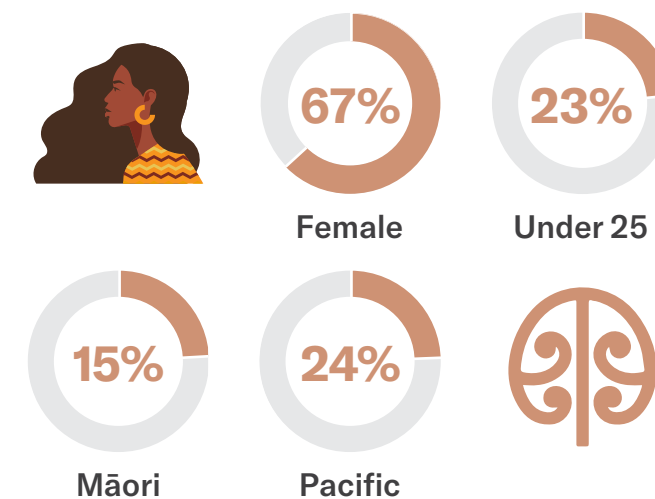
Workforce by selected occupations



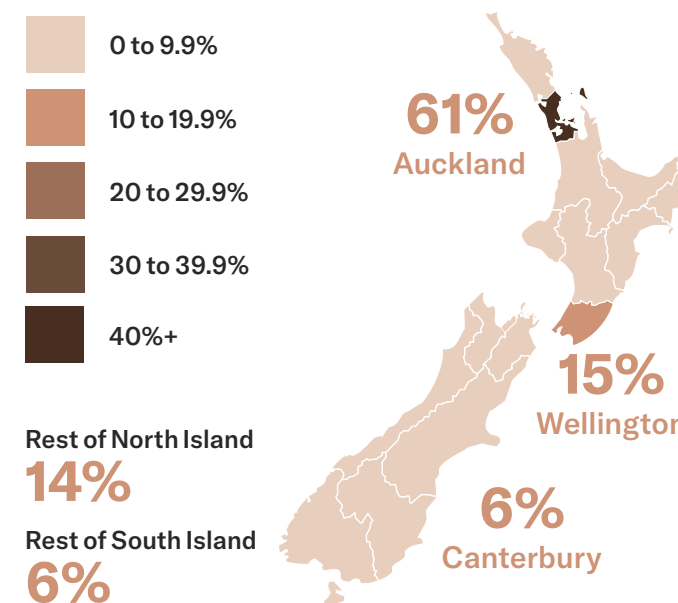
Income (2022)



Workforce demographics (2022)



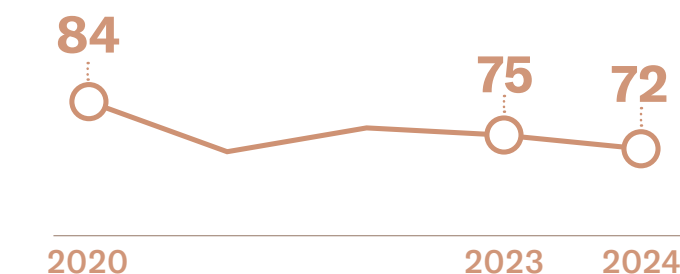
Regional distribution (2022)



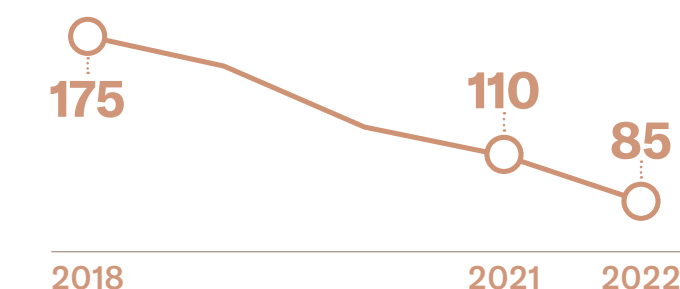
Business and Economy

► Contribution to GDP in 2023 **\$191 million** **0.1%** Of total NZ GDP

► No change of **total businesses** between February 2023 and February 2024



► Decrease in **total self-employed workers** in 2022 compared to 2021



Training and Qualifications

In 2023, the only current qualification related to Contact Centres was the New Zealand Certificate in Contact Centres (Level 3).

In 2023 compared to 2022

