

CONTACT CENTRE OVERVIEW

November 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 notes about this data

- Worker counts are counts of all workers recorded working in that industry at any time in that calendar year.
- Counts labelled as "no change" represent differences that sit within the margins of applied random rounding.
- Data provided here for training and qualifications should not be used to calculate completion rates.

For more information about the data used in this publication, or for additional data breakdowns, please visit:

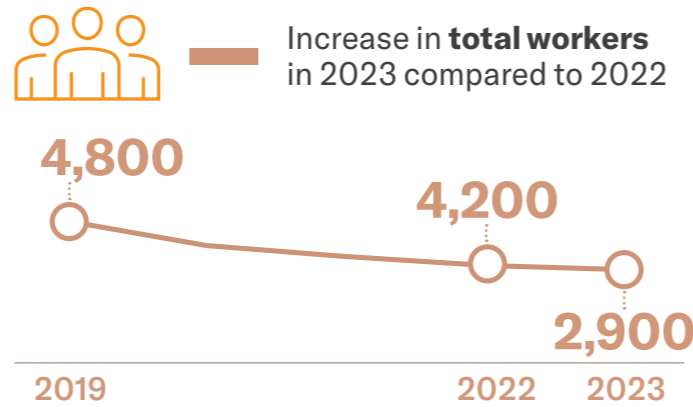
<https://ringahora.nz/service-sector-overviews/>

IDI disclaimer

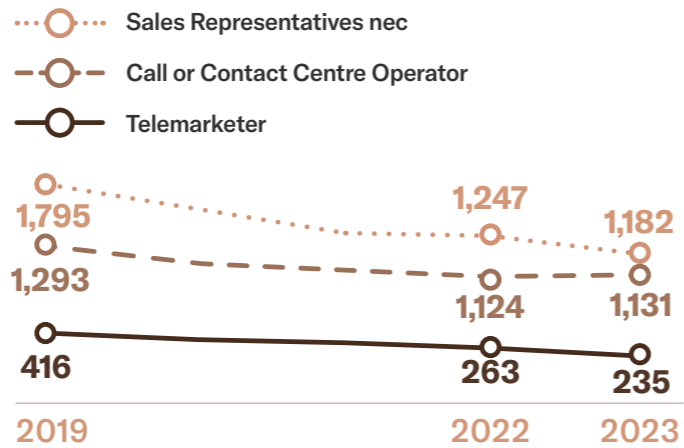
These statistics are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) and Longitudinal Business Database (LBD) which are carefully managed by Stats NZ. For more information about the IDI and/or LBD please visit www.stats.govt.nz/integrated-data

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.

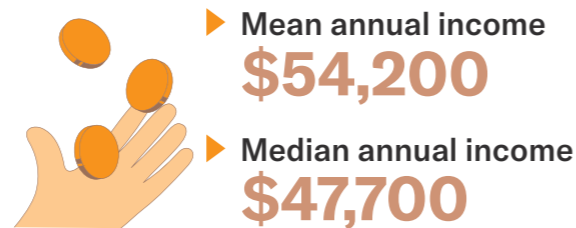
Our Workforce



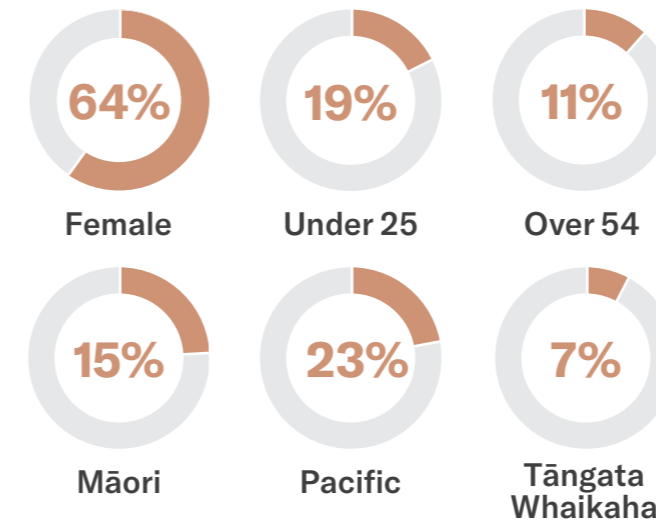
Workforce by selected occupations



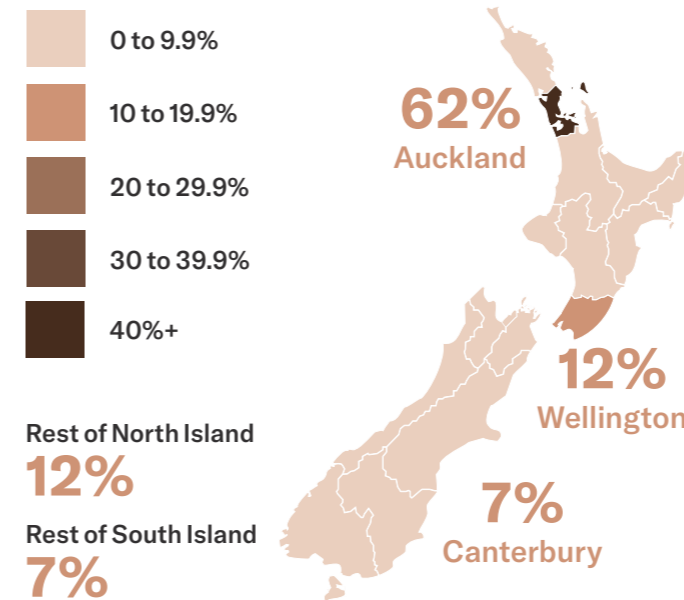
Income (2023)



Workforce demographics (2023)



Regional distribution (2023)

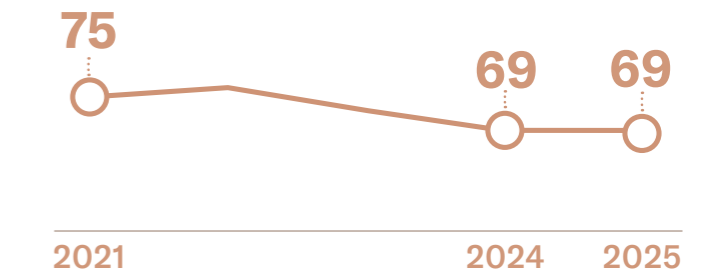


Business and Economy

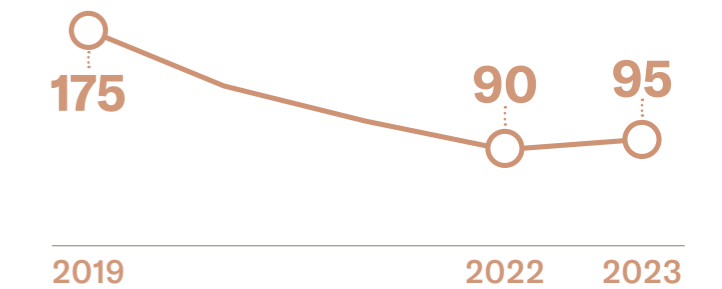


▶ Contribution to GDP in 2024 **\$193 million** **0.1%** Of total NZ GDP

▶ No change of **total businesses** between February 2024 and February 2025



▶ Decrease in **total self-employed workers** in 2023 compared to 2022



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

↓ Total enrolments ↑ Total completions
○ Enrolments ● Completions

