



Hire Dynamics

OPPORTUNITIES. FULFILLED.

**QUARTERLY
MARKET REPORT:
CONTACT CENTER**

Q1 2022

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1

Total Nonfarm Employment Rose by 210,000 in November; The National Unemployment Rate Declined Notably to 4.2%

The job gain of 210,000 in November was below analyst predictions of 573,000 (Wall Street Journal), but other elements of the jobs report were quite positive – including, the labor force participation rate ticked up to 61.8 percent and the unemployment rate dropped significantly from 4.6 percent to 4.2 percent.

The shortage of candidates continues to be a headwind across many skill segments of the U.S. staffing industry, but the overall economic growth environment remains strong and will provide a solid footing for continued high levels of job openings and demand for staffing industry services.

Source: [*Staffing Industry Analysts, Bureau of Labor Statistics*](#)

2

Unemployment Rates Were Lower in October Than a Year Earlier in 386 of the 389 Metropolitan Areas

A total of 110 areas had jobless rates of less than 3.0 percent. Nonfarm payroll employment increased over the year in 96 metropolitan areas and was essentially unchanged in 293 areas.

Source: [*U.S. Bureau of Labor Statistics*](#)

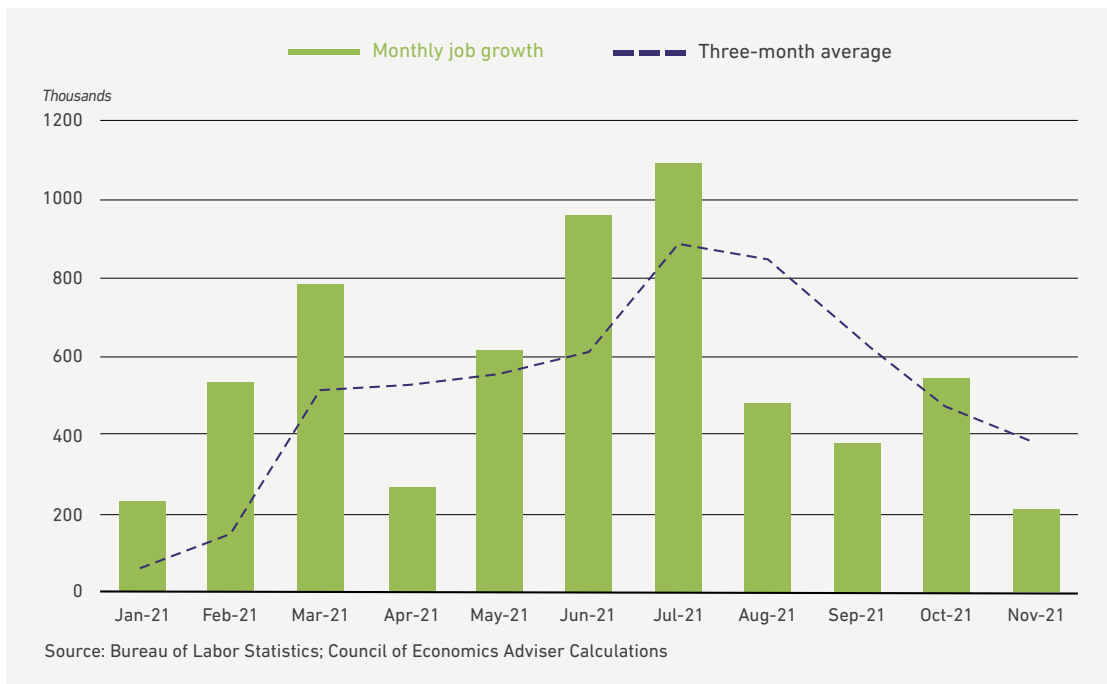
3

Job Growth Over the Last Three Months Has Averaged 378,000, A Solid Pace

In addition to the November job adds, the unemployment rate fell by 0.4 percentage point to 4.2 percent as labor force participation rose and the employment rate reached a new pandemic recovery high. This is the lowest the unemployment rate has been since the pandemic began. Wages rose by 0.3 percent over the month, for an increase of 4.8 percent year-over-year. Wage growth has been relatively rapid in recent months as employers try to hire as the economy recovers.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	9.1	9.0	9.0	9.1	9.0	9.1	9.0	9.0	9.0	8.8	8.6	8.5
2012	8.3	8.3	8.2	8.2	8.2	8.2	8.2	8.1	7.8	7.8	7.7	7.9
2013	8.0	7.7	7.5	7.6	7.5	7.5	7.3	7.2	7.2	7.2	6.9	6.7
2014	6.6	6.7	6.7	6.2	6.3	6.1	6.2	6.1	5.9	5.7	5.8	5.6
2015	5.7	5.5	5.4	5.4	5.6	5.3	5.2	5.1	5.0	5.0	5.1	5.0
2016	4.8	4.9	5.0	5.1	4.8	4.9	4.8	4.9	5.0	4.9	4.7	4.7
2017	4.7	4.6	4.4	4.5	4.4	4.3	4.3	4.4	4.2	4.1	4.2	4.1
2018	4.0	4.1	4.0	4.0	3.8	4.0	3.8	3.8	3.7	3.8	3.8	3.9
2019	4.0	3.8	3.8	3.7	3.7	3.6	3.6	3.7	3.5	3.6	3.6	3.6
2020	3.5	3.5	4.4	14.8	13.3	11.1	10.2	8.4	7.8	6.9	6.7	6.7
2021	6.3	6.2	6.0	6.1	5.8	5.9	5.4	5.2	4.8	4.6	4.2	

Job growth from September to November averaged 378,000 jobs per month, but the labor market has not fully recovered: employment remains about 3.9 million jobs (2.6 percent) below the pre-pandemic level.



Source: [US White House](#), [Bureau of Labor Statistics](#)

The Conference Board Employment Trends Index™ (ETI) Increased in November

- The Conference Board Employment Trends Index™ (ETI) increased slightly in November. The index now stands at 114.49, up from 113.03 in October (an upward revision).
- November's increase in the Employment Trends Index was driven by positive contributions from six of eight components. From the largest positive contributor to the smallest, these were: Initial Claims for Unemployment Insurance; Industrial Production; Ratio of Involuntarily Part-time to All Part-time Workers; Job Openings; Number of Temporary Employees; and Real Manufacturing and Trade Sales. The two components that made negative contributions in November were Percentage of Firms With Positions Not Able to Fill Right Now and Percentage of Respondents Who Say They Find "Jobs Hard to Get."

Source: [The Conference Board](#)

Consumer Confidence Declined in November

Consumers' appraisal of current business conditions was less favorable in November.



17.0% of consumers said business conditions are "good," down from **18.3%**.



29.0% of consumers said business conditions are "bad," up from **25.7%**.

Consumers' assessment of the labor market was moderately more favorable.



58.0% of consumers said jobs are "plentiful," up from **54.8%**.



Conversely, **11.1%** of consumers said jobs are "hard to get," virtually unchanged from **11.0%**.

Consumers' optimism about the short-term business conditions outlook increased in November.



24.1% of consumers expect business conditions will improve, up from **22.7%**.



20.7% expect business conditions to worsen, down from **21.9%**.

Consumers were less optimistic about the short-term labor market outlook.



22.1% of consumers expect more jobs to be available in the months ahead, down from **24.4%**.



18.9% anticipate fewer jobs, up slightly from **18.7%**.

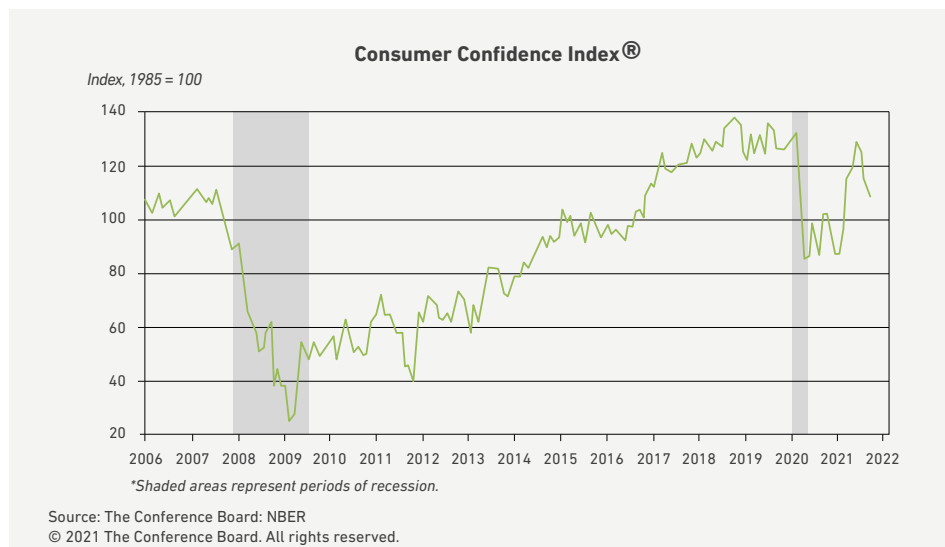
Consumers were less positive about their short-term financial prospects.



17.9% of consumers expect their incomes to increase, down from **18.4%**.



12.0% expect their incomes will decrease, up from **11.2%**.



Source: [The Conference Board](#)

1

Contact Center Trends Every Enterprise Should Keep an Eye on in 2022

- While 2020 saw the rise of remote work, 2021 saw its more permanent adoption into company policy. Similarly, contact center leaders had to make important decisions about staffing and operating their remote or hybrid contact center, and the technical infrastructure that underpinned it all.
- From pandemic challenges and staffing shortages to supply chain issues, contact centers needed to bring their A-game every day and businesses came to realize how important their contact centers were to positive customer sentiment amid crises.
 - Three trends that every enterprise should keep an eye on in 2022:
 - o Business Intelligence from the Contact Center
 - o Connecting a Happy Frontline to a Happy Enterprise
 - o The Importance of Simplicity in an Era of Complexity

Source: [Nasdaq](#)

Source:



THE FUTURE CALL CENTER

WHAT WILL CHANGE IN THE 2020'S?



HYBRID MODEL

Use of AI alongside human interactions to create a hybrid call center



INTERNET OF THINGS

Inter-connectivity of devices will create preemptive customer service



MOBILE

Call center contact channels will be compatible with mobile and increased use of mobile apps for customer service



CLOUD BASED + REMOTE AGENTS

Shift towards use of cloud-based software which will allow more flexible working and remote agents



LIVE CHAT

Increase the use of live chat with chat bots for FAQs and human-powered live chat for complex problems



VIDEO CHAT

Greater use of video chat to provide personal service and bring the in-store experience online



HIGHLY TRAINED AGENTS

Agents will need more training. Greater problem solving and analytical skills to deal with complex queries

How to Manage Remote Call Center Staff

1. Hold video conferencing meetings
2. Foster a strong company culture
 - a. Build it around your mission
 - b. Show agents they matter
3. Use remote agent management tools
 - a. Use your call center analytics
 - b. Focus on agent metrics
4. Offer collaboration tools
 - a. Start with your call center platform
 - b. Use agent coaching resources
5. Gamify your customer service
 - a. Offer positive motivation
6. Develop a detailed training program
 - a. Design a trial period
 - b. Include remote-work training
7. Monitor customer service quality
 - a. Use your quality assurance tools
 - b. Manage call center compliance
 - c. Utilize a hands-on approach to management
8. Gather call center and customer service feedback
 - a. Listen to your customers
 - b. Communicate with your agents

Source: [RingCentral](#)



TRENDS BY STATE

Alabama Supply & Demand

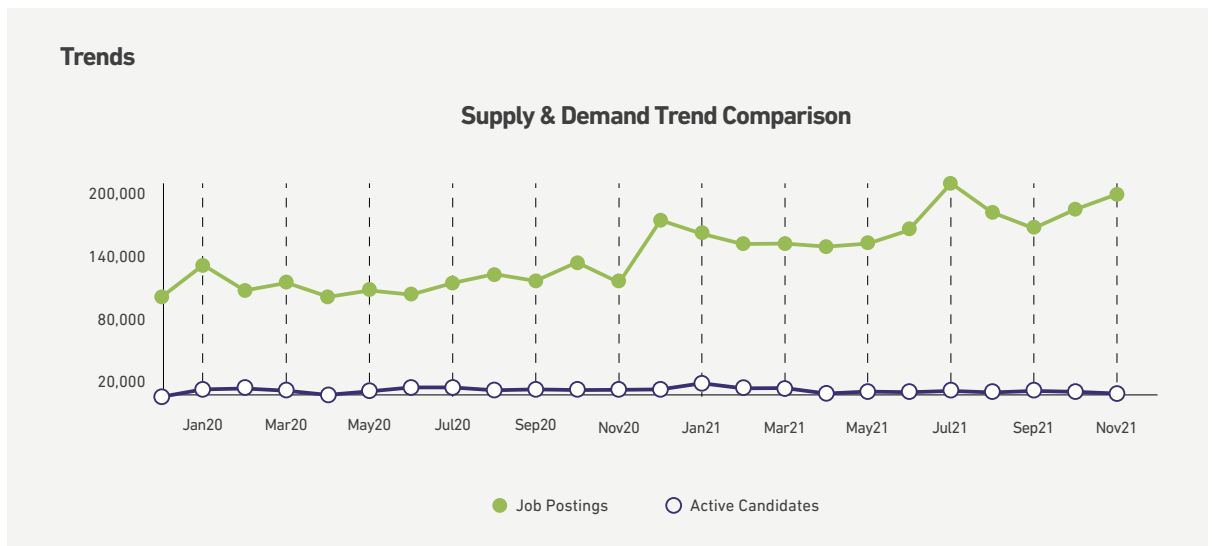
Executive Summary: Alabama

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is associate degree.
- The cities where candidates most frequently live are Birmingham, AL and Huntsville, AL.

Alabama – Overview

Candidates: 285,902 (Difference from last quarter's market report: -1.77%)

Job Postings: 3,398,928 (Difference from last quarter's market report: +4.97%)



Alabama – Contact Center

Candidates: 2,020 (Difference from last quarter's market report: +5.93%)

Job Postings: 18,107 (Difference from last quarter's market report: +19.05%)

Executive Summary: Contact Center in Alabama

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Sixty-eight percent (68%) of candidates are female and 33 percent are male.
- The cities where candidates most frequently live are Montgomery, AL and Birmingham, AL.

Top Contact Center Job Titles in Alabama:

1. Customer Service Representative
2. Call Center Agent
3. Teller (Office and Administrative Support)
4. Customer Service Associate (Office and Administrative Support)
5. Bank Teller

Source: [CareerBuilder Supply & Demand](#)

Alabama Unemployment Rate

November 2021: 3.1 percent (Difference from last quarter's market report: **unchanged**, August 2021)



Source: [U.S. Bureau of Labor Statistics](#)

Georgia Supply & Demand

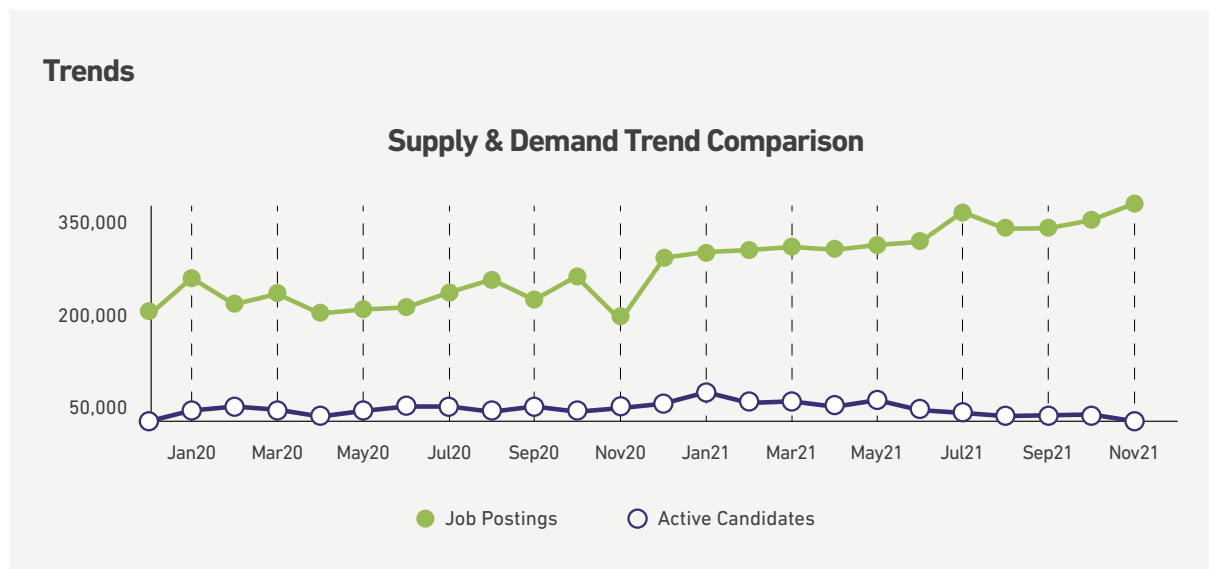
Executive Summary: Georgia

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-one percent (51%) of candidates are male and 49 percent are female.
- The cities where candidates most frequently live are Atlanta, GA and Augusta, GA.

Georgia – Overview

Candidates: 1,116,831 (Difference from last quarter's market report: -1.43%)

Job Postings: 7,327,556 (Difference from last quarter's market report: +4.52%)



Georgia – Contact Center

Candidates: 13,182 (Difference from last quarter's market report: +1.59%)

Job Postings: 38,935 (Difference from last quarter's market report: +12.82%)

Executive Summary: Logistics E-Commerce in Georgia

- The median candidate has 11-15 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-eight percent (58%) of candidates are female and 42 percent are male.
- The cities where candidates most frequently live are Atlanta, GA and Columbus, GA.

Top Logistics E-Commerce Job Titles in Georgia:

1. Customer Service Representative
2. Call Center Agent
3. Customer Service Associate (Office and Administrative Support)
4. Customer Care Representative
5. Sales Representative

Source: [CareerBuilder Supply & Demand](#)

Georgia Unemployment Rate

November 2021: 2.8 percent (Difference from last quarter's market report: -0.7 percent; August 2021: 3.5 percent)



Source: [U.S. Bureau of Labor Statistics](#)

Illinois Supply & Demand

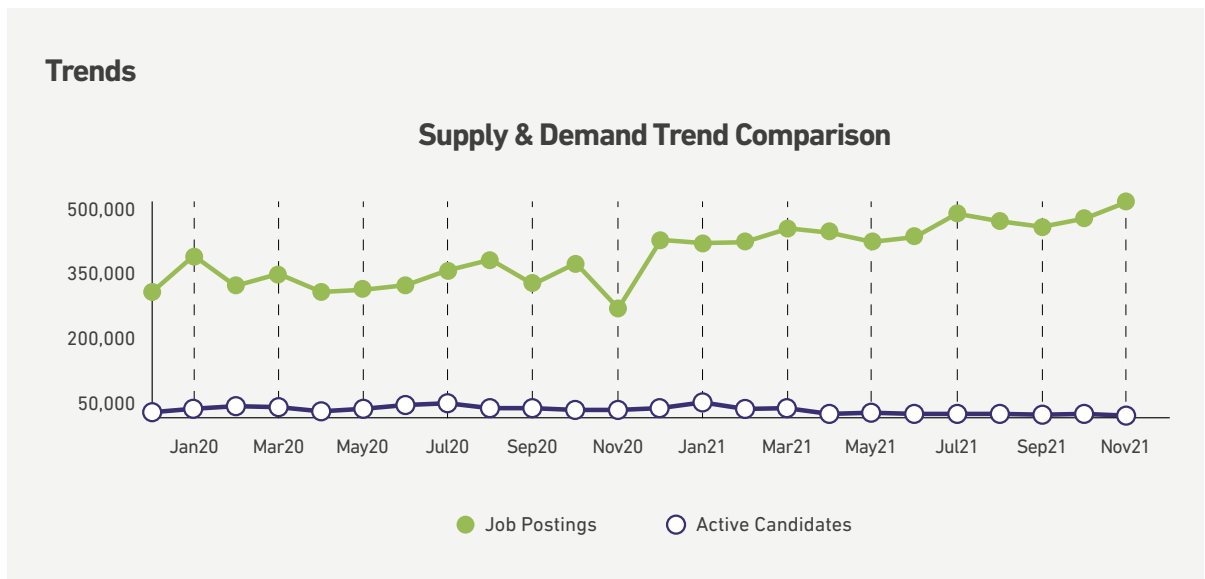
Executive Summary: Illinois

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-three percent (53%) of candidates are male and 47 percent are female.
- The cities where candidates most frequently live are Chicago, IL and Aurora, IL.

Illinois – Overview

Candidates: 720,440 (Difference from last quarter's market report: -2.98%)

Job Postings: 9,439,285 (Difference from last quarter's market report: +3.07%)



Illinois – Contact Center

Candidates: 3,918 (Difference from last quarter's market report: -2.37%)

Job Postings: 46,454 (Difference from last quarter's market report: +11.89%)

Executive Summary: Contact Center in Illinois

- The median candidate has 11-15 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-eight percent (58%) of candidates are female and 42 percent are male.
- The cities where candidates most frequently live are Chicago, IL and Bloomington, IL.

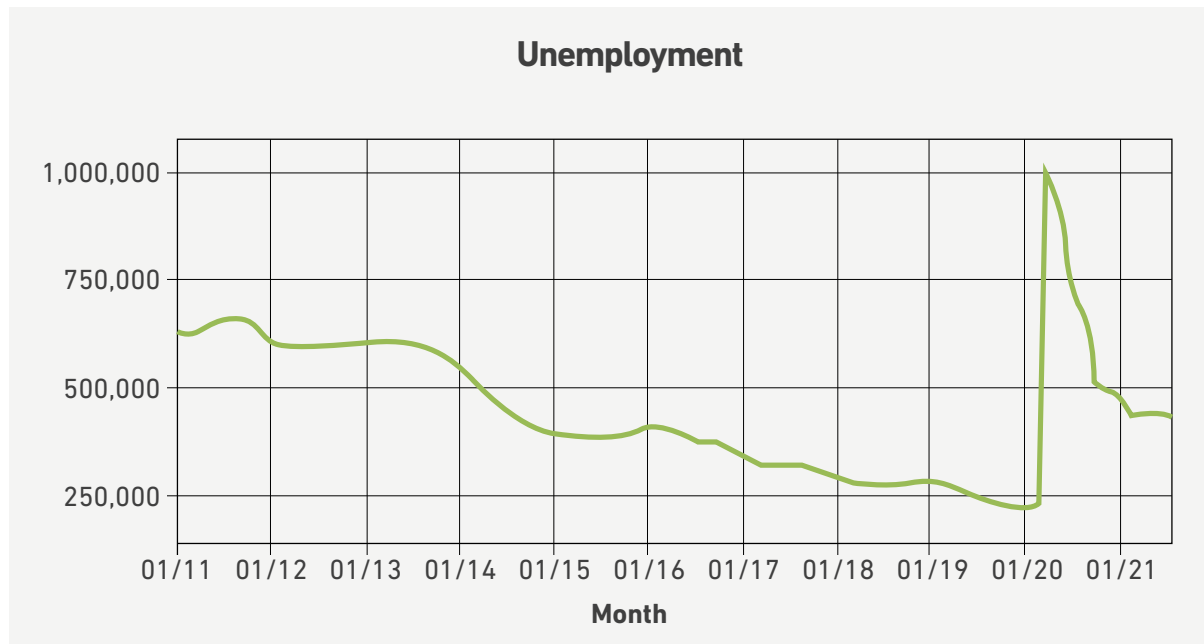
Top Contact Center Job Titles in Illinois:

1. Customer Service Representative
2. Call Center Agent
3. Bank Teller
4. Customer Service Associate (Office and Administrative Support)
5. IT Help Desk Specialist

Source: [CareerBuilder Supply & Demand](#)

Illinois Unemployment Rate

November 2021: 5.7 percent (Difference from last quarter's market report: -1.3 percent; August 2021: 7.0 percent)



Source: [U.S. Bureau of Labor Statistics](#)

North Carolina Supply & Demand

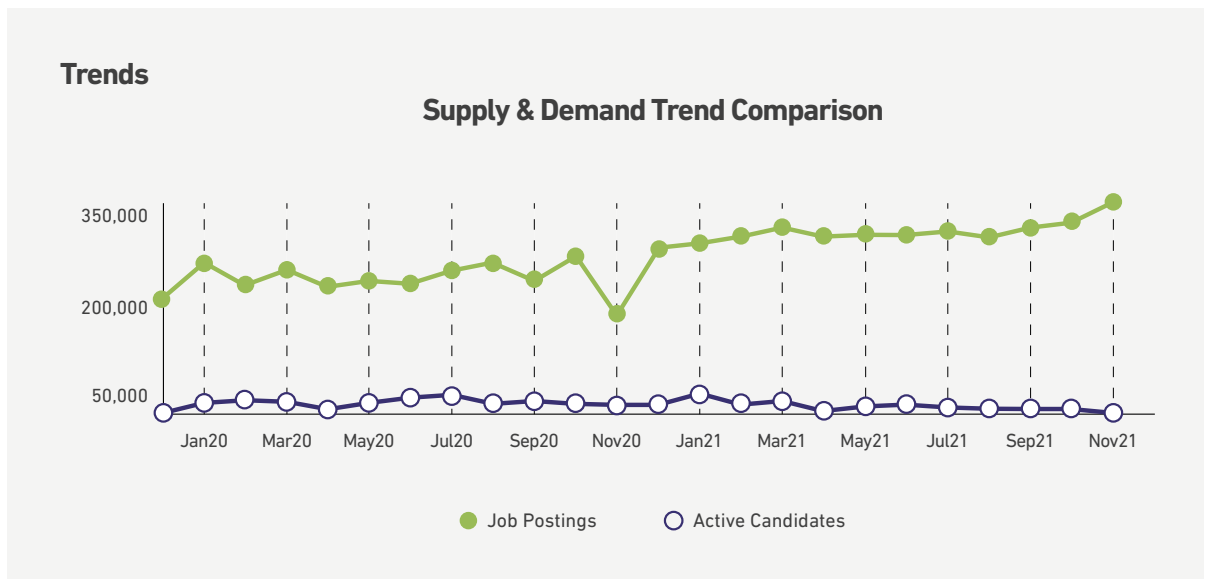
North Carolina Supply & Demand

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-two percent (52%) of candidates are male and 48 percent are female.
- The cities where candidates most frequently live are Charlotte, NC and Raleigh, NC.

North Carolina – Overview

Candidates: 793,080 (Difference from last quarter's market report: -2.21%)

Job Postings: 6,845,466 (Difference from last quarter's market report: +3.41%)



North Carolina – Contact Center

Candidates: 8,867 (Difference from last quarter's market report: +0.01%)

Job Postings: 37,191 (Difference from last quarter's market report: +12.98%)

Executive Summary: Contact Center in North Carolina

- The median candidate has 11-15 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-six percent (56%) of candidates are female and 44 percent are male.
- The cities where candidates most frequently live are Charlotte, NC and Raleigh, NC.

Top Contact Center Job Titles in North Carolina:

1. Customer Service Representative
2. Call Center Agent
3. Teller (Office and Administrative Support)
4. Customer Service Associate (Office and Administrative Support)
5. Sales Representative

Source: [CareerBuilder Supply & Demand](#)

North Carolina Unemployment Rate

November 2021: 3.9 percent (Difference from last quarter's market report: -0.4 percent; August 2021: 4.3 percent)



Source: [U.S. Bureau of Labor Statistics](#)

South Carolina

South Carolina Supply & Demand

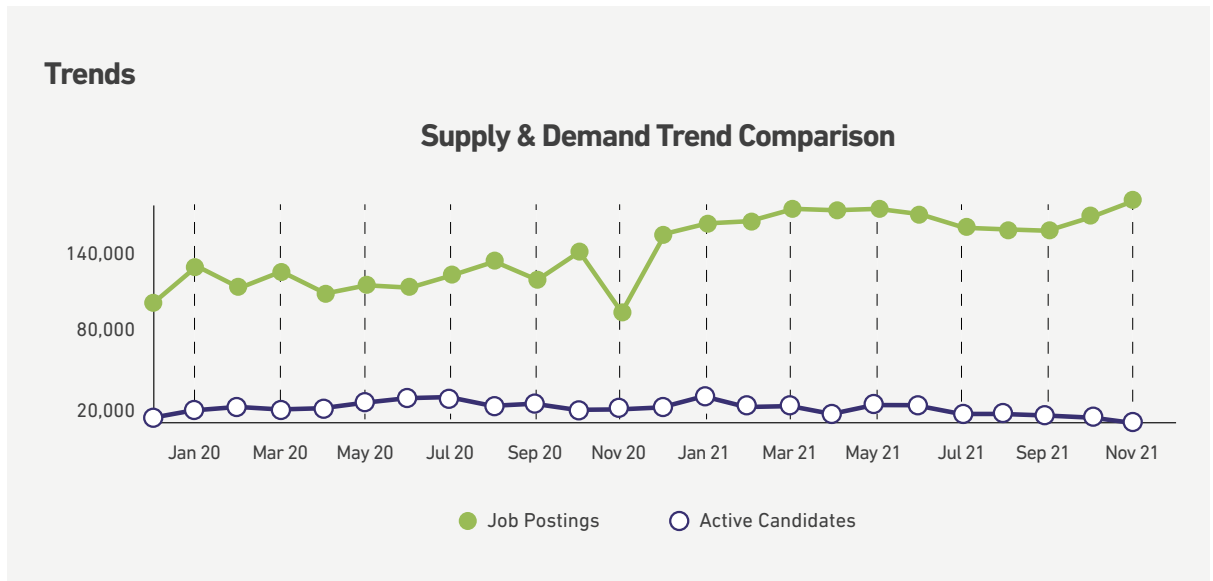
Executive Summary: South Carolina

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is associate degree.
- Fifty-one percent (51%) of candidates are male and 49 percent are female.
- The cities where candidates most frequently live are Columbia, SC and Greenville, SC.

South Carolina – Overview

Candidates: 437,356 (Difference from last quarter's market report: -2.27%)

Job Postings: 3,354,108 (Difference from last quarter's market report: +3.03%)



South Carolina – Contact Center

Candidates: 3,399 (Difference from last quarter's market report: +4.42%)

Job Postings: 16,774 (Difference from last quarter's market report: +11.5%)

Executive Summary: Contact Center in South Carolina

- The median candidate has 11-15 years of experience.
- The median candidate's highest level of education is associate degree.
- Fifty-five percent (55%) of candidates are female and 45 percent are male.
- The cities where candidates most frequently live are Columbia, SC and Myrtle Beach, SC.

Top Contact Center Job Titles in South Carolina:

1. Customer Service Representative
2. Call Center Agent
3. Teller (Office and Administrative Support)
4. Sales Representative
5. Customer Service Associate (Office and Administrative Support)

Source: [CareerBuilder Supply & Demand](#)

South Carolina Unemployment Rate

November 2021: 3.7 percent (Difference from last quarter's market report: -0.5 percent; August 2021: 4.2 percent)



Source: [U.S. Bureau of Labor Statistics](#)

Tennessee Supply & Demand

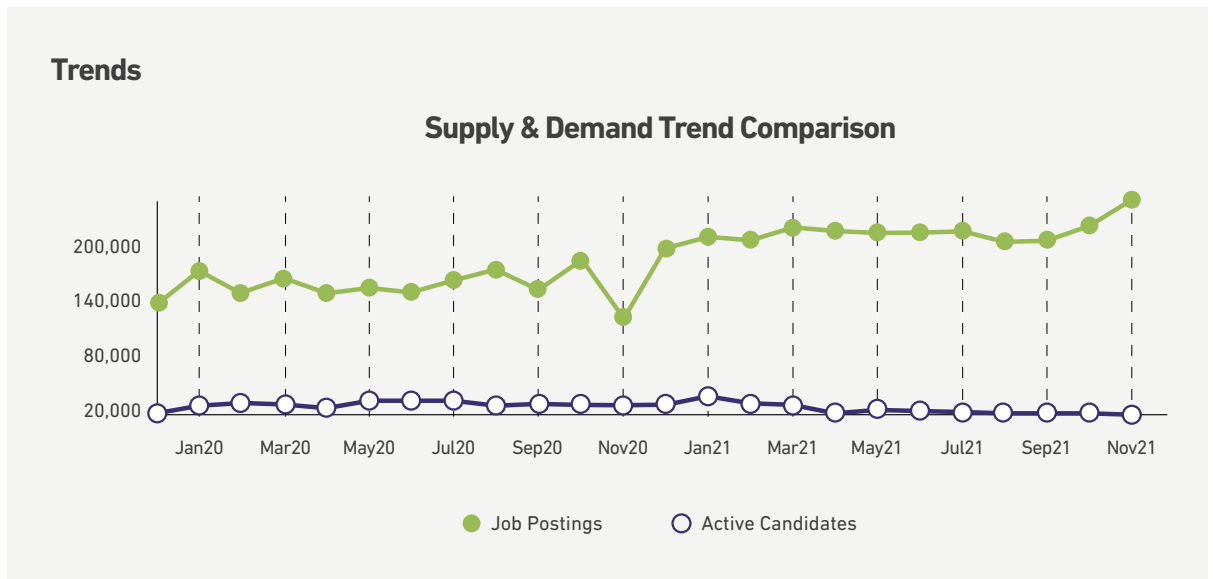
Executive Summary: Tennessee

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- The cities where candidates most frequently live are Memphis, TN and Nashville, TN.

Tennessee – Overview

Candidates: 483,571 (Difference from last quarter's market report: -2.08%)

Job Postings: 4,446,865 (Difference from last quarter's market report: +3.48%)



Tennessee – Contact Center

Candidates: 4,717 (Difference from last quarter's market report: +4.89%)

Job Postings: 24,769 (Difference from last quarter's market report: +14.71%)

Executive Summary: Contact Center in Tennessee

- The median candidate has 11-15 years of experience.
- The median candidate's highest level of education is associate degree.
- Fifty-four percent (54%) of candidates are female and 46 percent are male.
- The cities where candidates most frequently live are Memphis, TN and Nashville, TN.

Top Contact Center Job Titles in Tennessee:

1. Customer Service Representative
2. Call Center Agent
3. IT Help Desk Specialist
4. Sales Representative
5. Contact Center Representative (Office and Administrative Support)

Source: [CareerBuilder Supply & Demand](#)

Tennessee Unemployment Rate

November 2021: 4.0 percent (Difference from last quarter's market report: -0.6 percent; August 2021: 4.6 percent)



Source: [U.S. Bureau of Labor Statistics](#)

Texas Supply & Demand

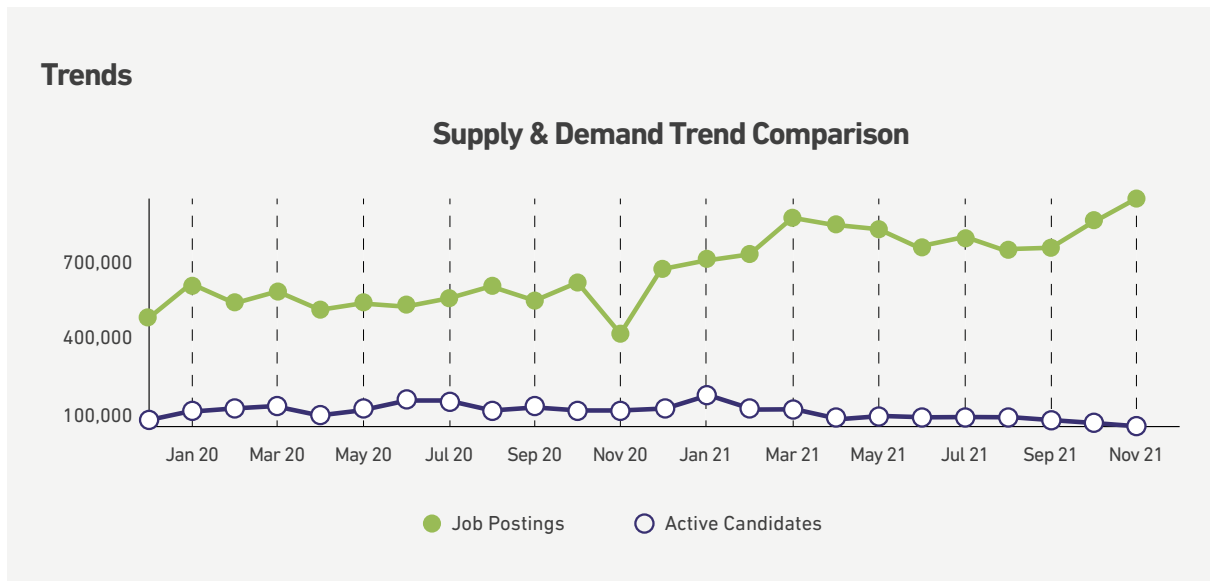
Executive Summary: Texas

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-two percent (52%) of candidates are male and 48 percent are female.
- The cities where candidates most frequently live are Houston, TX and San Antonio, TX.

Texas – Overview

Candidates: 2,251,093 (Difference from last quarter's market report: -2.45%)

Job Postings: 15,775,050 (Difference from last quarter's market report: +3.87%)



Texas – Contact Center

Candidates: 18,878 (Difference from last quarter's market report: +0.8%)

Job Postings: 90,488 (Difference from last quarter's market report: +11.67%)

Executive Summary: Contact Center in Texas

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is associate degree.
- Fifty-nine percent (59%) of candidates are female and 41 percent are male.
- The cities where candidates most frequently live are Houston, TX and San Antonio, TX.

Top Contact Center Job Titles in Texas:

1. Customer Service Representative
2. Call Center Agent
3. Contact Center Representative (Office and Administrative Support)
4. Sales Representative
5. IT Help Desk Specialist

Source: [CareerBuilder Supply & Demand](#)

Texas Unemployment Rate

November 2021: 5.2 percent (Difference from last quarter's market report: -0.7 percent; August 2021: 5.9 percent)



Source: [U.S. Bureau of Labor Statistics](#)

Virginia Supply & Demand

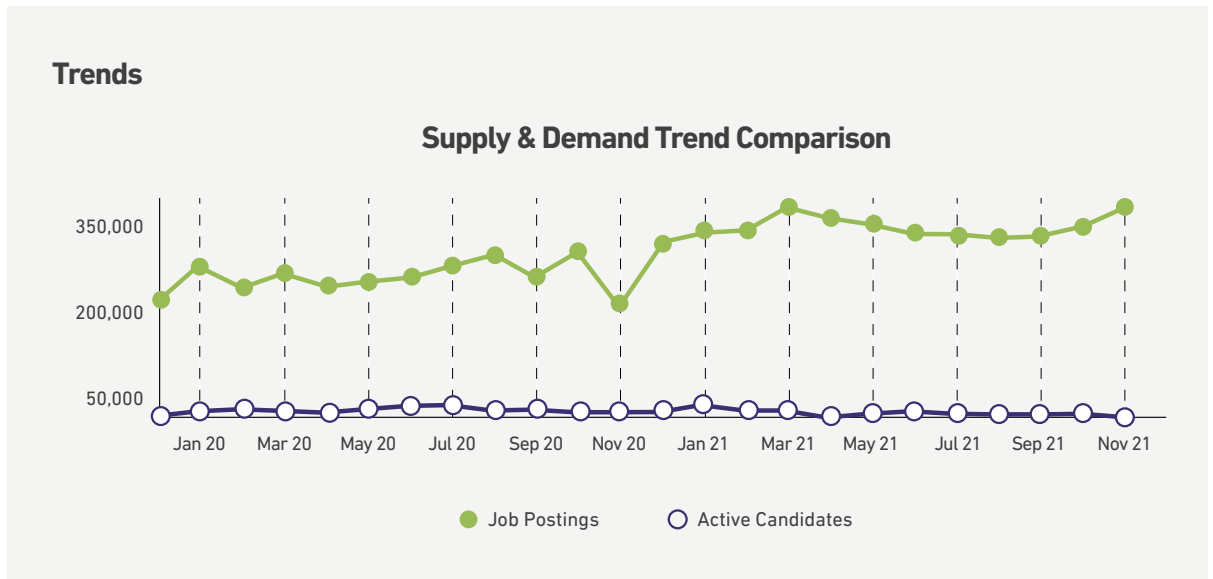
Executive Summary: Virginia

- The median candidate has 6-10 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-four percent (54%) of candidates are male and 46 percent are female.
- The cities where candidates most frequently live are Richmond, VA and Alexandria, VA.

Virginia – Overview

Candidates: 576,116 (Difference from last quarter's market report: -1.78%)

Job Postings: 7,300,078 (Difference from last quarter's market report: +2.84%)



Virginia – Contact Center

Candidates: 4,514 (Difference from last quarter's market report: +2.75%)

Job Postings: 36,267 (Difference from last quarter's market report: +10.81%)

Executive Summary: Contact Center in Virginia

- The median candidate has 11-15 years of experience.
- The median candidate's highest level of education is bachelor's degree.
- Fifty-four percent (54%) of candidates are female and 46 percent are male.
- The cities where candidates most frequently live are Richmond, VA and Norfolk, VA.

Top Contact Center Job Titles in Virginia:

1. Customer Service Representative
2. Call Center Agent
3. IT Help Desk Specialist
4. Bank Teller
5. Customer Service Associate (Office and Administrative Support)

Source: [CareerBuilder Supply & Demand](#)

Virginia Unemployment Rate

November 2021: 3.4 percent (Difference from last quarter's market report: -0.6 percent; August 2021: 4.0 percent)



Source: [U.S. Bureau of Labor Statistics](#)

Prepared December 23-29, 2021