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ASU • QANTAS GROUP • BULLETIN # 21
22 September 2014

We knew it would happen – more Telephone Sales jobs going offshore

The ASU has been advised this morning by Qantas that it is now their intention to put more telephone sales jobs in Auckland instead of in Hobart as was initially promised (see the attached letter). Now Qantas says that the company is “segmenting” the business so that Hobart will become the “Premium Service Call Centre” while Auckland will be for the rest of the customers.

Apparently this is somehow justified by Qantas on the basis that not enough of the 500 existing Qantas staff from Brisbane and Melbourne who have been made redundant are intending to move to Hobart – less than the company anticipated they say. This justification is pretty hard to understand when we know that over 450 Tasmanians have applied to work at the Hobart call centre already – it is a very lame excuse if you ask us particularly when you know that the staff turnover in Auckland is so very high and service levels do not match the Australian call centres. Australians and in particular Tasmanians should be very angry at this decision to shift these jobs to Auckland – the Tasmanian government should also be questioning this development.

This just seems to us to be Qantas rolling out the strategy they had all along which they denied – we all remember Lyell Strambi telling the media on the day of the announcement that Qantas was proud to have their calls answered in Australia – that was clearly just media spin designed to deflect attention from the company’s real intentions. With this new announcement the Qantas group has over 1,250 jobs in offshore call centres in New Zealand, The Philippines, China and Japan.

It is very hard to believe that this “decision” was not the intention from the start – if it wasn’t you do have to question the factual basis on which the decision to axe these jobs was made in the first place.

Qantas customers will be let down because of this decision – they can expect longer wait times and fewer Australian voices dealing with their issues. Our campaign ad which we launched in May 2014 is ringing truer than ever we think see the ad here <http://www.youtube.com/watch?v=2FA9iZzCp0&feature=youtu.be>

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What’s next?

ASU delegates and officials are attending an urgent meeting tomorrow (Tuesday 23rd September) in Sydney to discuss this proposal – just because Qantas doesn’t care about Australian jobs and their customers doesn’t mean we won’t – we will report back tomorrow about this development.

Organisers

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22 September 2014

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Telephone Sales - Consolidation of Australian Call Centres

Dear Linda,

I refer to my verbal advice to you today in relation to the consolidation of the Australian Call Centres.

Qantas Direct has continued to review its business plan in the context of managing the transition to a consolidated call centre in Australia. This includes the fact that significantly fewer employees than expected have elected to Hobart from either Brisbane or Melbourne. The outcome of this review is that Qantas has decided to segment its service delivery model for Direct Channels. This will mean that the Hobart Call Centre will become the 'Premium Service Call Centre', servicing all Tiered Frequent Flyers from Silver and above as well as Chairman's Lounge members. Service levels will focus on first call resolution for customers with complex needs. Special need services such as REACT will also sit within the Premium Service Call Centre.

The Auckland Call Centre will become a multi-channel service centre which will handle more transactional, high volume customer servicing requirements through multiple customer interfaces. This will include managing customer service requests via online offerings such as social media, online chat, and other device led and web-initiated channels as well as handling all calls from non-Tiered Frequent Flyers. This focus will capitalise on existing skills in handling device-led and web-initiated service needs. Up to 50 multi-channel service agents will be recruited in Auckland as a result of the new service delivery model.

Qantas will continue with the recruitment of the three additional classes in the Hobart Call Centre as previously advised.

In addition, employees in the Melbourne and Brisbane Call Centres will continue to have the opportunity to relocate to Hobart prior to the closure of the respective centre

We propose a discussion in Sydney tomorrow to brief you on this new approach. Should you have any further questions, please contact me.

Yours sincerely

Sue Bussell
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