



# INDUSTRY AT A GLANCE

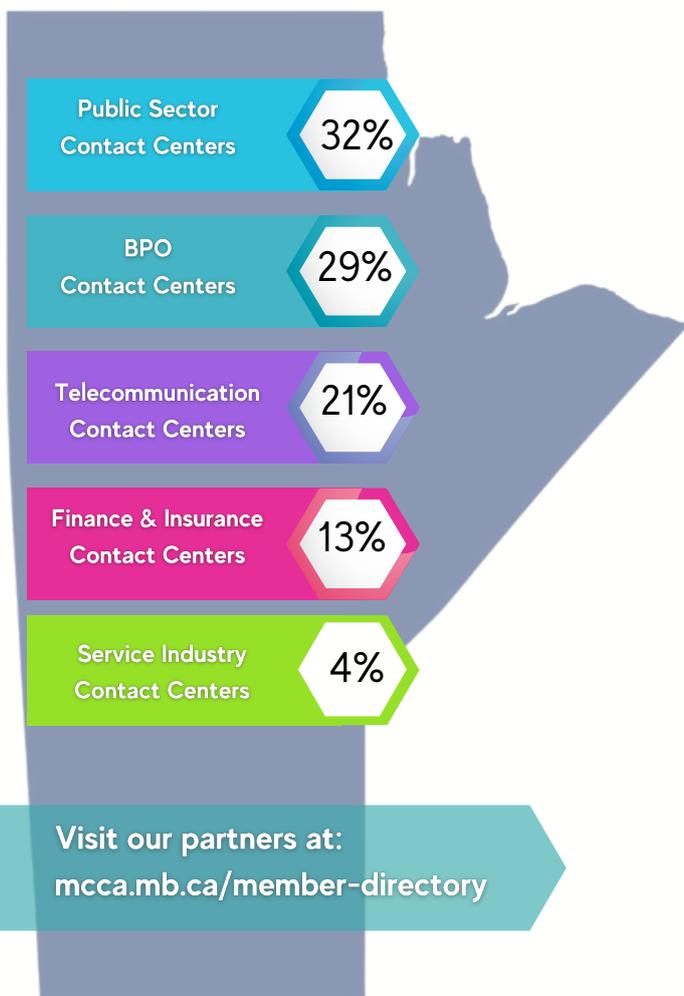
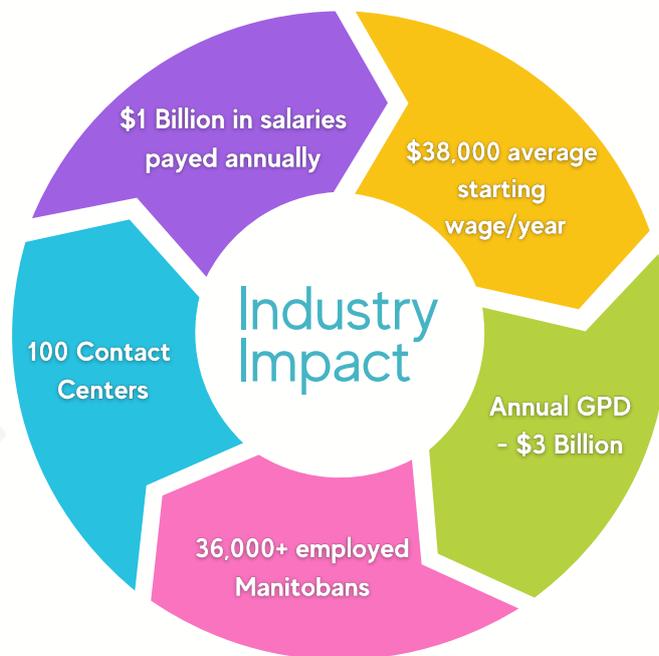
Contributing **36,000+** jobs and a **\$3 BILLION** GDP to the Manitoba economy annually.

## Manitoba Customer Contact Association

MCCA is a group of contact centre managers, directors, owners, and service providers working together to promote the ongoing development and sustainability of a growing, healthy and dynamic industry.

Understanding the needs of our Industry allows us to offer valuable training to agents, supervisors, and management for organizations of all sizes as well as create profitable networking opportunities.

**Manitoba Customer Contact Association** - working for a stronger and more successful customer contact Industry.



Visit our partners at:  
[mcca.mb.ca/member-directory](http://mcca.mb.ca/member-directory)

## Landscape in Manitoba

*who we are*

The contact center Industry plays a vital role in facilitating commerce and communication. Contact Centers have little negative environmental impact; they are an ideal "green" business.

There are approximately **890** businesses in Manitoba that provide customer contact services employing a workforce of around **36,000+** individuals and growing. These individuals are employed in businesses and organizations that specialize in customer service and customer contact, as well as in other sectors of the economy that require this service.

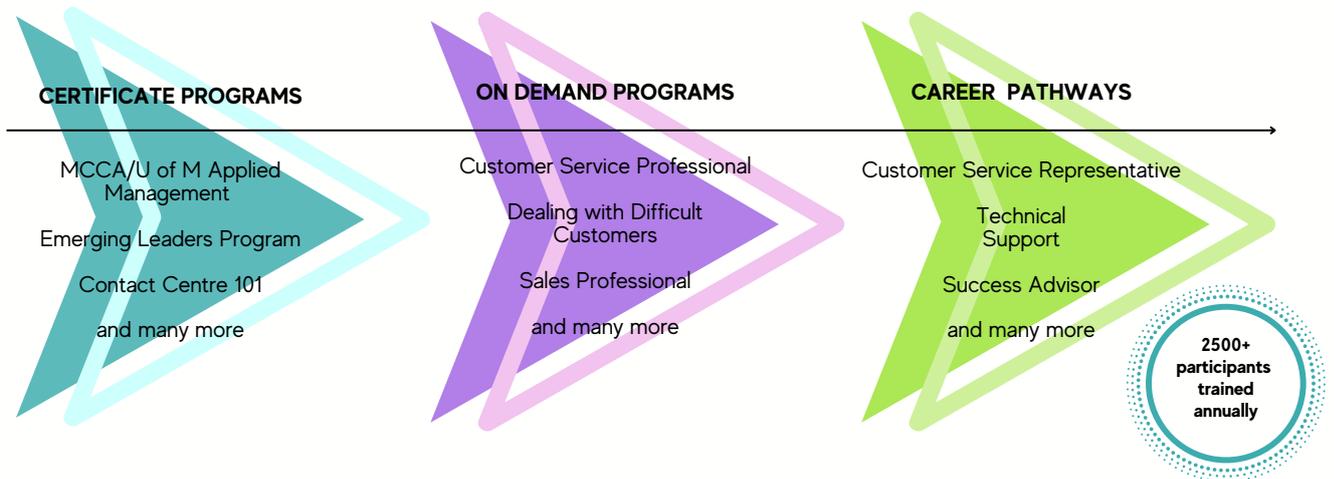
**MCCA - moving every customer to the front of the line.**

# The Path to Customer Service Excellence:



THINK, a division of MCCA, was established to meet the growing demands of our customers. Over twenty years ago, we began delivering quality training for the Customer Contact Centre Industry. Our reputation for developing engaging and effective training is recognized by a variety of industries and the demand for our services continues to grow.

## Connect with Knowledge



### What we do -

- Promote the development and sustainability of a growing, healthy and dynamic industry
- Provide access to current and innovative “best practices”
- Deliver meaningful high quality training, including industry certification
- Share knowledge about industry information, trends and challenges
- Present opportunities for partnering, networking and showcasing services and/or products
- Recognize excellence within the contact centre industry
- Enhance the industry’s profile and public perception

### Customer Service Trends

