

VISION/MISSION

MCCA will, with our partners, provide education, awareness and engagement initiatives to ensure growth and sustainability of a thriving and dynamic customer service community.



GOALS

Membership: Increased membership focusing on recruitment and retention

Training: Develop and deliver training focusing on superior customer service

Human Resources: Financial and human resources are in place to conduct business

Marketing: Create an awareness of MCCA through increased communication with internal and external stakeholders

Governance: Provide an organizational structure that establishes leadership, management, process and culture

CALL TO ACTION!

Participate with MCCA via educational opportunities, social media, lunch and learns and Industry round table discussions. Utilize your membership benefits and be part of a united voice that helps mould the future for all customer contact in Manitoba.

BOARD OF DIRECTORS

Dana Barker, Chair
Manitoba Public Insurance

Kathryn O'Gorman, Vice Chair
CAA Manitoba

Jennifer Sookram, Secretary/Treasurer
Shaw Communications Inc.

Kevin Shaw, Director
RBC Advice Centre - Winnipeg

Shannon Granovsky, Director
Manitoba Blue Cross

Sue Simcic, Director
Celero

Alisha Roberts, Director
Tribal Wi-Chi-Way-Win Capital Corp

Claire Alford, Director
Bell MTS

Marc Prieur, Director
Veterans Affairs

MCCA TEAM

Bruce Rose, Executive Director

Lisa Dabrowski, Director – Programs & Education

Carmen Ferris, Program Manager

Deb Clark, Administrative Coordinator / Graphic Designer

FULL MEMBERS

AAA Security
Bell MTS
CAA Manitoba
Cabelas
Canada Drugs
CanTalk Inc
Celero
City of Brandon Development Services
City of Winnipeg – Handi Transit
City of Winnipeg – 311 Contact Centre
City of Winnipeg, Water and Waste
Department Utility Billing Centre
eCom Customer Care
FloForm Countertops
Friesen's
Investors Group
Johnston Group
Manitoba Blue Cross
Manitoba Hydro
Manitoba Public Insurance
Manitobah Mukluks

Maxim Software Systems
MicroPilot
Mogo Finance Technology Inc.
Petline Insurance Company
Provincial Health Contact Centre -
Centre provincial de communication
en matière de santé
RBC Advice Centre - Winnipeg
Scootaround
Shaw Communications Inc.
Skybridge Americas Inc.
Steinbach Credit Union
The Great-West Life Assurance
Company
The Northwest Company
The Property Registry
Tribal Wi-Chi-Way-Win Capital
Corporation
Veterans Affairs Canada
Winnipeg Free Press
Workers Compensation Board of Manitoba

VENDOR MEMBERS

Aspect Software, Inc.
AVAYA
Genesys
NRG TeleResources

Oracle
Pinnacle Staffing Solutions
ROGERS Leadership Consulting
Talentcor

ASSOCIATE MEMBERS

Assiniboine Community College
CAHRD
CNIB
Food & Beverage Manitoba
ICTAM
Immigrant Centre Manitoba Inc.
Manitoba Chambers of Commerce
Manitoba Institute of Trades and
Technology
Manitoba Print Industry Association
Manitoba Start

NECRC - Path Employability Centre
Reaching E-Quality Employment
Services
Sara Riel Inc.
Society for Manitobans with Disabilities
University College of the North
University of Manitoba Extended
Education
Winnipeg Harvest Inc.
Winnipeg Transition Centre
Youth Employment Service

WORKFORCE DEVELOPMENT SURVEY

Contact Centres/Customer Service organizations are a strategic component in today's business. They continue to have and need an educated, dependable, labour force which in turn benefits the local economy.

Once again, **thank you** to those who were able to take the time and effort to complete our Workforce Development Survey. The results indicate that the Contact Centre/Customer Service Industry remains strong and stable.

For more information on the survey results and trends, please contact Lisa Dabrowski directly at 204-975-6466 or lisa@mcca.mb.ca.



 **Manitoba Customer
Contact Association**
1000 Waverley Street, Winnipeg, MB, R3T 0P3
PH: 204.975.6464, Email: deb@mcca.mb.ca
www.mcca.mb.ca



MCCA appreciates the invaluable support from the Province of Manitoba.



2016 - 2017 ANNUAL REPORT

1997 - 2017
Celebrating 20 Years!

MESSAGE FROM THE CHAIR

2016 was a year of progress for MCCA on many fronts, as numerous activities took place to enable us to be responsive to our partners. We ended the year in a position of strength mainly due to increased support from the industry with respect to customized training deliverables.

MCCA Board and Staff continued to work on organizational short term and long terms goals and I am pleased to indicate that great progress was achieved. I am proud of all of our accomplishments to date and continue to look forward to positive results as we continue to find new ways to engage with our partners. Whether you're a member, a partner, a customer, an employee or a stakeholder in the broader community, we want you to understand the strategy of MCCA, the action plan that supports that strategy and its relevance to the issues that we understand matter to you.

Building and maintaining a successful organization is no small task. As the tentacles of a business expand into new and different areas, this task becomes exponentially more difficult. The MCCA team continues to set operational standards to help guide us as we grow and look at new opportunities for the organization. Organizational success is sometimes based on an "end result". Over the past few years, we have focused more on the steps and processes needed to be successful. Setting operational targets, establishing techniques to reach these targets, ensuring we have the necessary talent, providing training and professional development as needed, taking a closer look at our tool boxes to ensure we can execute our deliverables and the tracking of our activities to ensure we stay on course. These steps and processes have heightened our level of focus, awareness and engagement and is providing a positive impact to the work we do.

As I conclude my term as MCCA Board Chair, I would like to thank all those who have made my time in this office a wonderful experience. MCCA and the Contact Centre Industry in Manitoba continues to be one of the most active and engaged in Canada and will continue to be successful. As we welcome new board members, I am confident that they are joining an exceptional organization because of the dedication and commitment of both our Board and staff, we have a solid foundation upon which to build.

I look forward to the year ahead and the next milestones that the MCCA Board, staff, and partners will reach together!

Dana Barker, MCCA Chair

MESSAGE FROM THE EXECUTIVE DIRECTOR

Importance of Strategic Partnerships: Regardless of the industry in which your business operates, having an ally on your side in the form of a strategic partner is extremely valuable. A strategic partnership or an alliance will give you a competitive advantage and an opportunity to access a broader range of resources and expertise. In other words, partnerships offer clients distinctive skill sets and product lines that are different from the competition.

In 2016, MCCA achieved substantial growth with our customer service excellence deliverables based on hard work and increased partnership engagement. As a collective team, we focused on our short term and long term goals, increased our commitment to the work we do, established a more collaborative approach to membership recruitment/retention and put into action open and effective channels of communication between industry members.

Many thanks to all of our 2016/2017 partners and their ongoing support and passion of the Customer Contact Industry.

Bruce Rose, MCCA Executive Director

Manitoba Customer Contact Association (MCCA) is an industry association comprised of Manitoba companies and organizations associated with the customer contact sector. MCCA supports the industry by coordinating training & networking opportunities to ensure the necessary skills are developed to meet the needs of the future. Members are also committed to educating the public and creating career awareness, promoting the industry as one where many careers begin and develop into a successful future.

Long term outcomes:

Education:
An industry that is thriving and dynamic through professional development and capacity building strategies.

Engagement:
MCCA will continue to develop and strengthen mutually beneficial partnerships with like-minded groups to generate new business opportunities.

Awareness:
An industry that supports a diverse/inclusive/integrated workforce.
More partners and underrepresented groups will have knowledge of, and access to, Industry jobs and careers.
Industry will benefit from a larger pool of qualified candidates from which to recruit, resulting in increased workforce productivity and better business performance.

HOW WE MADE AN IMPACT

