

APCC

# PORTUGUESE CONTACT CENTER ASSOCIATION

**TO DRIVE THE SUSTAINABLE GROWTH OF CONTACT CENTERS, AND THEREFORE BUSINESSES, THROUGH INNOVATION AND CONTINUOUS IMPROVEMENT, ENSURING THE DELIVERY OF SERVICE EXCELLENCE THAT ENHANCES THE CUSTOMER AND EMPLOYEE EXPERIENCE THROUGHOUT THEIR JOURNEY.**

The **APCC** is a dynamic business association that has been promoting and elevating the contact center industry since 2004.

It provides an unparalleled platform for networking and sharing experiences.

Attending its events allows you to connect with other professionals, share best practices, and forge valuable partnerships. These connections often lead to collaborations that benefit all parties involved.

**Our commitment to quality, information and access to the latest technology is evident in every event, study and certification.**

**More than 124 companies** are part of this ecosystem. They include public and private organizations of all sectors and sizes, with their own contact centers, outsourcers, service providers, technology and equipment vendors, consultants, and training providers, who are committed to continuous improvement and the delivery of a service of quality and excellence that enhances the experience of customers and employees throughout their journey.

### The Sector in Big Numbers.



**115 thousand professionals** (Operators, supervisors, quality and other areas of support)



**Annual invoicing** (or equivalent) ~ **EUR 3.7 billion**



**59% of Professionals** work in Professional Outsourcing companies



**52% of the Sector** works for **Export Services** representing ~ **1.8 billion euros in exports, (over 55,000 jobs)**

✓ **Awards and Professional Recognition**

Fortius Awards and International Contact Centre Week.  
 Individual and team development events.



✓ **Free Access to Conferences**

Unique opportunities to network with top management,  
 share experiences and build partnerships.  
 Access to the latest technology.



✓ **Training and Development**

Training scholarships (Talentum scholarships).  
 Discounts on training plans.



✓ **Research and Information**

Access to industry benchmarking, sizing and impact studies.

✓ **Certification**



Special conditions for the APCC Quality Seal certification, entirely focused on CC. Free entry to the APCC Best Awards.

### BENEFIT FROM A COMPREHENSIVE PROGRAM TO DISSEMINATE GOOD PRACTICES AND COMMERCIAL PROMOTION

- ✓ **Unique top-level networking** to create new business opportunities, benchmark and share experiences.
- ✓ **6 free tickets to the annual conferences** (3 in Lisbon and 3 in the North), per year.
- ✓ **Special Conditions for APCC Quality Seal Certification** - Analysis of over 190 relevant items and KPIs in the CC operation
- ✓ **Free entry to the APCC Best Awards** - Recognizing the best Certified Operations.
- ✓ Apply for **Talentum Scholarships** - Cash awards given to employees for specialized training in the industry.
- ✓ **FORTIUS Awards** - Recognize your best professionals with awards in various categories.
- ✓ **SICC** - International Contact Center Week - Where team spirit is promoted, solidarity activities are carried out and the best one is chosen.
- ✓ **Discounts for the sponsorship of APCC events** (Lisbon Conference, Porto Conference, FORTIUS Awards and SICCA Awards).

## BENEFIT FROM A COMPREHENSIVE PROGRAM TO DISSEMINATE GOOD PRACTICES AND COMMERCIAL PROMOTION

- ✓ **Exclusive experience and product sharing events**, especially technology, training and consulting.
- ✓ **Assistance with the organization of small gatherings with other members** (breakfasts, evenings, dinners, etc.).
- ✓ **Use our communication platforms** (website; newsletter; social media) to share member news.
- ✓ Access to **studies** managed by APCC (benchmarking, sizing, and impact).
- ✓ **Training plans with special discounts** and appropriate program content.
- ✓ **Representation in front of legislative and regulatory bodies and organizations** such as the Confederation of Trade and Services of Portugal.
- ✓ **Lunch debates on important issues** (e.g. GDPR, labour law, recruitment, prestige of the activity, etc.).
- ✓ **Providing legal advice** to the contact center industry.
- ✓ Annual quota covered by **tax benefits**.

## MEMBERSHIP CONDITIONS

<b>Companies with an yearly turnover &gt; 1.800.000€ (previous year)</b>	<b>1.260€ entry fee</b>	<b>1.800€ annual quota</b>
<b>Companies with an yearly turnover &lt; 1,800,000 € (previous year)</b>	<b>630€ entry fee</b>	<b>900€ annual quota</b>

The IES must be sent for validation.

If there are no invoices, proof of the beginning of activity, for the year in which you joined, is accepted.

The membership fee is valid for 12 months and is renewable annually in the month in which the membership application is approved (according to the registration form). Non-renewal must be notified in writing, no later than one month before renewal.

The fee is the equivalent of 70% of the corresponding annual membership fee. It is payable only at the moment of the signing up, and there is no right to a refund in case of membership cancellation, for whatever reason.

Association statutes for consultation and compliance by both parties: <https://www.apcontactcenters.org/estatutos>

## APCC QUALITY SEAL CERTIFICATION



[WEBSITE](#)



[PROMO VIDEO](#)  
[QUALITY | BEST AWARDS](#)



The **Quality Seal Certification** stands as a groundbreaking initiative in Portugal, urging companies to embrace best management practices in their contact centers.

Since 2010, numerous audits have been conducted, leading to enhanced service quality, employee satisfaction, and customer experience. This certification not only validates quality but also demonstrates a commitment to excellence and continuous improvement.

The certification process involves a rigorous quantitative assessment of operations against more than 190 controls based on 8 pillars: Corporate, Processes, Performance, Monitoring, HR, Training, Technology, and Sustainability. These audits are carried out by Bureau Veritas, an internationally recognized external partner, adding credibility and value to certified operations.

This additional credibility significantly enhances the visibility of brands and institutions with APCC certified operations, making it a recognized and appreciated achievement by customers, partners, and employees.



## APCC BEST AWARDS



[WEBSITE](#)

The **APCC BEST AWARDS** Trophies aim to recognize the outstanding operations in the Contact Centre business in Portugal.

These awards are given to organizations that have excelled in implementing Good Organizational Practices in strategic, operational, technological management, and human capital, contributing to the sector's recognition and appreciation.

The awarded organizations value the prestige and differentiation that this award brings them.

Only organizations certified by the APCC Quality Seal are eligible to apply for the APCC Best Awards. The awards will be presented at the closing dinner of the APCC International Conference in Lisbon in May.





## TALENTUM SCHOLARSHIPS



### PROMO VIDEO

# 03

Each year, the APCC grants four **Talentum Scholarships** to employees of member companies who wish to invest in their professional development.

This program reflects the significance the Association places on the pivotal role of Human Resources in fostering the professional advancement and training of its workforce, within an industry that already employs over 104,000 individuals.

The Talentum Scholarships align with the APCC's mission to "provide credibility to, appreciate, and sustainably grow the Contact Center Sector in Portugal" by recognizing employees and supporting their pursuit of professional growth and excellence in their roles.



## STUDIES



### BENCHMARKING DIMENSION IMPACT



**Understanding the industry and its significance to the Portuguese economy is a top priority for the Portuguese Contact Center Association.**

Through studies conducted by APCC, the association aims to comprehend the sector's real impact and evolution, as well as global trends and behaviors.

The results of these studies undeniably highlight the strategic importance of the contact center industry for Portugal, underlining the need for companies across various sectors to invest in contact center technology and services.



## APCC CONFERENCES LISBON PORTO



[LISBON PROMO VIDEO](#)  
[PORTO PROMO VIDEO](#)



[LISBON AND PORTO WEBSITE](#)



The **APCC Conferences** are significant events for the contact center industry in Portugal, bringing together over 1000 attendees from Lisbon (600+) and Porto (400+).

These conferences aim to promote innovation, best practices, and create excellent networking opportunities.

Each year, both editions feature speakers discussing topics such as technology, human resources, legislation, nearshoring, economics, and management related to customer experience.

The participating organizations are key players in the sector, with representation mainly from top management decision-makers, including Directors, VPs, and C-level executives.



## FORTIUS AWARDS



### [WEBSITE FORTIUS](#)

These **Awards** are designed to celebrate the best Contact Center professionals, recognizing their hard work and dedication.

The aim is to promote excellence and professionalism in categories such as Best Coordinator, Best Inbound and Outbound Supervisor, Best Inbound and Outbound Agent, Best Trainer, and Best Quality Manager.

The event is a gathering of participants from all areas, including outsourcers and companies with their own Contact Center management. It involves everyone from Operations Directors to Administrators, who make a point of attending to show their appreciation and gratitude to their employees.



## SICC COCKTAIL PARTY



[WEBSITE SICC](#)



[PROMO SICC](#)

# 05

**International Contact Center Week** is scheduled to be celebrated from September 10 to 17. The primary objective of this celebration is to promote and establish the credibility of contact center activities, emphasizing their potential to create value and employment opportunities.

We invite companies to participate in this event through activities that promote unity and team spirit among employees, regardless of their position or level within the organization.

Furthermore, between the last week of September and the first week of October, prizes will be awarded to the top three performing teams during an exciting afternoon event.

This celebration will be open to all, bringing together participants ranging from front-line staff to senior managers, including both outsourcers and companies with internal contact center management.



## MORE ABOUT APCC

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### MEMBERS

The Portuguese Association of Contact Centres is a solid, non-profit business association founded in 2004 with the mission to promote and sustainably develop the contact centre business in Portugal, ensuring its credibility.

### TESTIMONIES

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The association's members are renowned for their commitment to delivering exceptional service to their customers, backed by highly esteemed and valued professionals. These companies strive to generate and promote value for their shareholders, employees, and customers.

The association unites businesses from diverse sectors of the economy, including banking, certification and consultancy, public sector and social action, commerce, distribution, energy, equipment, training, outsourcers, health, insurance and assistance, technology, and telecommunications. Each company is deeply committed to upholding their prestige and championing best practices in the industry.

All member organizations adhere to a shared code of ethics and are dedicated to providing unparalleled quality and value in the services they offer.

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# 56 ASSOCIATES WITH THEIR OWN CENTERS OR PARTIAL OUTSOURCING

## Bank

- ✓ Banco Santander
- ✓ Cetelem
- ✓ Caixa Geral Depósitos
- ✓ Cofidis
- ✓ Crédito Agrícola
- ✓ Millenniumbcp
- ✓ Oney
- ✓ Universo

## Insurance

- ✓ AdvanceCare
- ✓ Aegon
- ✓ April
- ✓ Chubb
- ✓ Europ Assistance Portugal
- ✓ Fidelidade
- ✓ Generali Seguros
- ✓ Medicare
- ✓ MetLife
- ✓ Zurich - Aide Assistência

## Energy

- ✓ Axpo
- ✓ EDP
- ✓ Endesa
- ✓ E-Redes
- ✓ Floene
- ✓ Galp Energia;
- ✓ Goldenergy
- ✓ Iberdrola
- ✓ SU Eletricidade

## Services

- ✓ adSalsa
- ✓ Ascendi
- ✓ Clínica de Santa Madalena
- ✓ CTT
- ✓ DHL Express Portugal
- ✓ Edenred
- ✓ El Corte Inglés
- ✓ Future Healthcare
- ✓ IMA Ibérica
- ✓ LeasePlan
- ✓ OralMED
- ✓ Prosegur
- ✓ Solverde
- ✓ Sunrise
- ✓ Uber
- ✓ Unilabs
- ✓ Universo

## Telecommunications

- ✓ MEO
- ✓ NOS
- ✓ Vodafone Portugal

## Public and Social Sector

- ✓ Município do Funchal
- ✓ Santa Casa da Misericórdia

## Retail

- ✓ Fnac
- ✓ Grupo Multi Contact
- ✓ IKEA
- ✓ Jerónimo Martins
- ✓ Leroy Merlin
- ✓ Worten
- ✓ Stannah

## 33 ASSOCIATE SERVICE PROVIDERS

- ✓ ACP
- ✓ Armatis-lc
- ✓ Axa Partners
- ✓ Between Percentages
- ✓ Bosch Communication Center
- ✓ Concentrix
- ✓ Connecta
- ✓ CGI
- ✓ Egor
- ✓ EIPeople
- ✓ Gal 24 Assistance
- ✓ Go Connection
- ✓ Ilunion
- ✓ Intelcia
- ✓ Konecta
- ✓ Leads4Sales
- ✓ Majorel
- ✓ Manpower
- ✓ MST Portugal
- ✓ Leverage
- ✓ Newspring Services
- ✓ Randstad
- ✓ Reditus
- ✓ RHmais
- ✓ Rook T>echnology Group
- ✓ Sector Interactivo Group
- ✓ SIBS Processos
- ✓ Serviin
- ✓ Foundever (Sitel)
- ✓ Teleperformance Portugal
- ✓ Transcom Worldwide
- ✓ Ucall
- ✓ Yourvoice



## 27 TECHNOLOGY / EQUIPMENT ASSOCIATES

✓ AgentifAI

✓ ASC SAC

✓ Automaise

✓ Cisco

✓ Callminer

✓ Byside

✓ Clientscape

✓ Collab

✓ Enghouse

✓ Five9

✓ GBI

✓ Genesys

✓ Genpact

✓ GMtel

✓ GoContact

✓ Grupês

✓ Inconcert

✓ Let's Call

✓ Logicalis

✓ Microsoft

✓ Mitel

✓ Salesforce

✓ Talkdesk

✓ Seamly

✓ Visor.ai

✓ VoiceInteraction

✓ Warpcom

## 8 CONSULTING / TRAINING ASSOCIATES

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- ✓ **Claro**
- ✓ **Bureau Veritas**
- ✓ **Deloitte**
- ✓ **Empathy Believer**
- ✓ **Happy Work**
- ✓ **InPar**
- ✓ **Kenwin**
- ✓ **Xseed**

## WHY DO WE EXIST?

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The contact center market has experienced significant positive changes in recent years. Reflecting on this period, we have identified 7 main reasons for the existence of the Portuguese Association of Contact Centers:

1. To regulate and organize the sector to create better opportunities for credible companies looking to invest and develop this market.
  2. To build national critical mass, selecting and mobilizing the best, in order to compete internationally.
  3. To systematize, develop, and promote know-how in the sector to enhance its competitiveness.
  4. To evaluate and recognize the quality of service provided by operators in the market.
  5. The sector offers significant employment potential.
  6. Portugal has the potential to be competitive internationally in this niche market.
  7. To create wealth for the country.
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## CONTACTS

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(calling the national mobile network)

### WEBSITE:

[www.apcontactcenters.org](http://www.apcontactcenters.org)

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**We firmly believe in the powerful impact this collaboration will bring to your organization. We look forward to the opportunity to move ahead with this partnership.**

**Thank you!**  
**APCC**

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