



Real Institute Honours 'Disruptive' Companies at ATA Awards

As the Major Sponsor for the 2013 National Australian Teleservices Association Awards, Real Institute is proud to honour the award recipients and to support the work of the ATA and the Australian Contact Centre Industry.

In an increasingly competitive and globalised industry, Australian Contact Centres are differentiating their services by investing in Quality, Output and Innovation. Australia may not be the cheapest Contact Centre destination, but we are working hard to be market leaders in other areas. This means significant investment in people development, staff training and Real Institute's commitment to "Positive Disruption".

"Positive Disruption" is to be different, to challenge the status quo, not to compete in your chosen sector but to redefine it.

Real Institute continues to embrace the unusual philosophy that has guided its success, including recently being ranked 10th fastest growing company in the 2013 BRW FAST 100 list, and were ranked the fastest growing in the Education/Training category.

Real Institute would like to particularly recognise their "Disruptive" Award Winners, including:

2013 ATA Contact Centre People Champion Leah McGinlay Auto & General Holdings

2013 ATA Contact Centre of the Year 81>150 FTEDHL QLD

In addition, we would like to congratulate iiNet in winning 2 awards:

2013 ATA Contact Centre 150> FTE

2013 Multi/Virtual Contact Centre

Real Institute has recently engaged with iiNet and are custom designing a disruptive Sales training program which is currently in the pilot phase. The goal is to deliver this innovative and exciting Sales Training program to all contact centre staff globally in 2013.

Next year the ATA will celebrate 25 years and Real Institute is hoping to continue its support of the ATA mission and to continue investing in the talent and potential of the local industry.

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