

## Sub-Group 704-09, Call Centres Industry Sector 7: Service

Rate Risk Category	15%
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Included	Similar but Classified Elsewhere
<p>✓ Operation of a call centre. Makes outgoing calls or answers incoming calls for the purposes of:</p> <ul style="list-style-type: none"> <li>• Sales calls</li> <li>• Customer service support</li> </ul> <p>Includes incidental conducting surveys.</p> <p>Unlike pollsters and telephone survey companies, surveys conducted by call centres are usually related to sales or customer service.</p>	<p>✗ Research companies that conduct surveys to aid in their analysis are found under 704-07, "Research &amp; Analysis".</p> <p>✗ Coverage for telephone answering services is optional and is found under 903-13, "Professional &amp; Business Offices".</p> <p>✗ Coverage for pollsters and information survey companies, who predominantly survey for the purpose of measuring opinions, is optional and is found under 903-13, "Professional Business Offices".</p>