

Regional ratings: overall scores

Region	Overall rating score	# of categories in which the region outperforms the national average	# categories in which the region is in top 3
Wales	25.4	6	3
East Anglia	25.3	6	4
West Midlands	25.0	5	2
North-West	24.9	4	2
Scotland	24.8	4	3
North-East	24.3	4	2
Northern Ireland	24.3	3	1
South-East	24.2	4	0
South-West	24.0	2	1
Yorkshire	23.6	3	1
London	22.8	3	2
East Midlands	21.6	2	0
Average	24.2		

The 7 categories were: Cost of effectiveness of staff; Quality of staff; Availability of staff; Transport links; Support from RDA; Future expansion possibilities; Availability of suitable buildings.

NB: Scores are calculated as follows: Respondents give a score out of 5 for each of the 7 categories (1=poor, 2=below average, 3=average, 4=good, 5=excellent). The 'Overall Rating Score' shows the total of the 7 categories.

Results do not include the actual importance of each category to the contact centre industry and should be read as such.

Source: ContactBabel, 2009