

Fourth Annual Virtual Conference presented by CRMXchange, the Society of Workforce Planning Professionals (SWPP), and the Quality Assurance & Training Connection (QATC)

# The Virtual Contact Center Conference

(formerly the Symposium on Optimal Performance)

Best Practices in Workforce Management, Quality Assurance and Performance Management

**November 2nd – 5th, 2010**

It's no secret that one of the primary sources of information for people involved with forecasting, scheduling, QA and performance optimization issues is the Internet. And, in today's frenetic contact center world and economic climate, it is becoming progressively more difficult and costly to leave the office to attend conferences although it is important to keep on top of new developments. What better place for contact center professionals to learn from their peers and experts in the field than an online conference?

Last year's virtual conference was a big success, attracting more than 900 registrants. The 2010 Virtual Contact Center Conference, presented by CRMXchange, the Society of Workforce Planning Professionals (SWPP), and the Quality Assurance & Training Connection (QATC), consists of three tracks: Performance Optimization, Quality Assurance, and Workforce Management. As a registrant, you will attend online seminars, chat with your peers in the Optimal Lounge, hear rapid fire ideas from leading vendors, and find information about hot topics in the exhibit hall.

## Special Events

- **Representatives from the Call Center School, members of QATC and the SWPP Advisory board, and leading vendors will provide live presentations.**
- **Lively 60 Ideas in 60 Minutes Roundtables will feature leading industry superstars.**
- **The Exhibit Hall, open to all registrants, will be your place to get up-to-date information about leading products and solutions. Registrants will be able to download free white papers, articles, and watch demos.**
- **The Optimal Lounge Network Room is a place to learn what others are doing in their contact centers, meet colleagues, pose questions to presenters, and offer their own insights.**

## Why Attend the Virtual Contact Center Conference?

### No Need to Leave Your Office – It's Fully Interactive!

In real-time over four days, you will meet with industry experts and colleagues who will answer your questions and offer solutions for your contact centers...all with no travel expenses. You will have the opportunity to attend learning sessions the same way they would in an on-site conference.

### Attend the Sessions that are Right for You

Share newly acquired knowledge throughout your office. Members of your team can attend sessions together or attend different session tracks. All sessions are recorded and available on demand for 14 days after the conference – giving those who could not attend the opportunity to view the missed sessions.

### Meet the Major Vendors Live in the Exhibit Hall

View product demos, download product videos, and obtain product information, press releases, white papers, and much more. Learn everything you need to know about WFM and QA and Performance Management, products and services for your contact center.

**More than 900 people from over 50 countries attended last year's conference. Here is what the attendees had to say:**

*“Excellent topics to choose from - wide variety of topics per session. This is great for companies such as ours who do not have money to spend traveling to an actual conference. Also, scheduling the event over a 4 day period allows us to get work done throughout the day, when we are not attending a session.”*

— MICKI DELLINGER, MICHELIN NORTH AMERICA

*“Thank you so much for offering this opportunity so that we can drop in on sessions that are not only very informative but also easy to listen to – in the comfort of home or office!”*

— JO CREEKMUR, MEAD JOHNSON NUTRITION

*“I loved the opportunity to attend a 4 day conference and not leave my city. My company has frozen all travel and I would not be able to attend if I needed to travel.”*

— LYNDA CROUCH, CARLSON HOTELS

*“I loved the ability to attend several sessions while allowing me to "attend" to my other tasks. It felt good to know...while attending a week long symposium I wasn't missing deadlines in my office, e-mails weren't going unanswered and I was available if need be.”*

— CATHY JOHNSON, MEAD JOHNSON NUTRITION

*“I liked the way I could easily go from one place to another and pick and choose what I delved into.”*

— SHEILA WOLFF, WELLPOINT

## Conference Management

### Three Organizations Recognized for Quality, Innovation and Excellence



Founded in 1995, **CRMxchange** has long been recognized as a premiere destination on the Internet for the exchange of information and ideas on customer relationship management, sales, contact center, and telemarketing issues. With more than a 15 year partnership with industry leaders and analysts, CRMxchange has developed unique insights into the kinds of business intelligence and professional development programs required for successful contact center operations. And as pioneers of the Internet, CRMxchange understands the profound role the Web can play in the all-important arena of peer-to-peer communication. Known by our audience as the “event site,” CRMxchange has gained a reputation as experts in the hosting and marketing of webcasts and other online events.



**The Society of Workforce Planning Professionals (SWPP)** is an organization devoted to facilitating education and networking opportunities among workforce planners across all industries. SWPP provides its membership with a variety of benefits, including: member-only access to the SWPP website, quarterly newsletters with timely articles written by industry experts, regional networking meetings that includes presentations and roundtable discussions on current issues and industry trends, and online forums to exchange ideas with your peers without leaving the office. Membership in SWPP is available to anyone in the workforce planning or related profession.



**The Quality Assurance & Training Connection (QATC)** is a membership association created specifically for quality assurance and training professionals in the contact center. QATC provides its membership with a variety of benefits including tips of the week, how-to newsletters, regional networking meetings, online forums, and an annual conference. Both the SWPP and QATC Advisory Board members provide leadership and direct many of their activities. The Boards are composed of recognized call center leaders and industry experts.

**ALL SESSIONS ARE EASTERN TIME ZONE**

## **Sessions Include:**

### **KEYNOTE: SIX STRATEGIES FOR IMPROVING WORKFORCE PRODUCTIVITY AND QUALITY**

***Presented by Penny Reynolds, Founding Partner, The Call Center School***

NOVEMBER 2ND, 11:00 AM - 12:00 PM

You may have a few individuals on your team that always go the extra mile, take their share of calls, get to their seats on time, and deliver great quality service. The question is how do you get everybody from just minimum acceptable performance to great performance in terms of both productivity and quality. This session will focus on the six key areas that must be covered to get from mediocre to good, or from good to great. You'll hear about six distinct strategies for getting discretionary effort from your employees with specific how-to actionable techniques you can and should implement immediately for measurable results.

## **Special Media Session:**

### **THE IMPACT OF SOCIAL MEDIA AND HOW IT AFFECTS YOUR CONTACT CENTER**

***Presented by Bob Furniss, Touchpoint Associates***

WEDNESDAY, NOVEMBER 3RD, 3:30 - 4:30 PM

It seems to be everywhere! Twitter, Facebook, Blogs, Digg, LinkedIn, MySpace, Ning - just to name a few. Sure the guys on the stage seem to have a lot of knowledge about what it is and how it will impact your call center. But if you are a more than a little confused, then this is the session for you. Sure, you could ask your kids to show you the ropes but what you really need is to know how it affects your center.

**If you have questions, we have answers. Join us for this interactive event. In this session we will learn:**

- The basics - where to find them, how to join into the conversation and what are the trends for the future.
- How a single customer can tell more than 300,000 people about a poor experience in your center with one stroke on the keyboard.
- How each of the top five social media sites are different and how you need a strategy for each one.
- When you MUST act to protect the brand - and how some of the leading companies in America are leading the way.
- How new technology will allow you to open the new customer channel that is already there - and why you cannot ignore it any longer.

## **Workforce Management Sessions**

### **SKILL-BASED ROUTING CHALLENGES FOR WORKFORCE MANAGEMENT**

***Presented by Maggie Klenke, Founding Partner, The Call Center School***

TUESDAY, NOVEMBER 2ND, 3:30 - 4:30 PM

This session provides a brief review of the skill-based routing (SBR) design principles and focuses primarily on the changes that will be needed in the workforce management (WFM) operation. The first step in any effective WFM process is to obtain accurate historical data so the ACD and router setup is correct. Agent and caller priorities can be useful, but they can create significant challenges in the planning and intraday management of the operation. Matching the WFM processes to the SBR design will go a long way toward achieving the efficiencies and effectiveness that SBR promises.

**Seminar attendees will learn to:**

- Describe the basic design principles involved in SBR configurations.
- Describe the challenges of achieving forecasting accuracy and tips for better data collection.
- Identify the process of scheduling agents to match SBR configuration demands.
- Describe the challenges of intraday management of SBR and how to overcome them.

## FORECAST VARIANCE METRICS AND THE REAL BOTTOM LINE

**Presented by Mr. Greg Samos, Manager, Workforce Planning, Business Planning Group, Computershare; Compliments of InVision Software**

THURSDAY, NOVEMBER 4TH, 2:00 - 3:00 PM

A common practice for WFM managers and forecasters is determining a forecast variance threshold. Typically, it will be +/- x%. But there are still more questions involved. You're looking at x% of what? Over what time period? How is x determined?

This presentation will focus on an approach that could be employed by any company with two areas of focus for analyzing forecast variances. First, let's put the forecast variance in terms of FTE. By doing so, the risk in volume and AHT variance is transparent to the forecaster as well as the business and senior leaders. Second, let's focus on what caused the variance. Did we forget something, or did an outside event that we could not foresee cause the variance, or was it truly an anomaly? These areas of focus will allow you to objectively hold your forecaster accountable while interpreting exactly what those daily forecast variance reports mean to your stakeholders. The end result will point to process improvements and consistent communication with various departments who impact the daily requirements.

## MEASURING THE PERFORMANCE OF YOUR WORKFORCE MANAGEMENT TEAM

**Presented by Vicki Herrell, Executive Director, SWPP**

FRIDAY, NOVEMBER 5TH, 12:30 - 1:30 PM

Agents in the call center are measured on a multitude of metrics and are usually compensated based on those metrics. But what about your workforce management team? They can be measured as well, but the metrics need to be appropriate for the job functions. In this session, you will see SWPP survey results that show how other companies are addressing this issue, and discuss what metrics make sense for workforce management.

## Quality Assurance Sessions

### HOW TO ENHANCE YOUR CURRENT QA PROGRAM USING LEAN SIX SIGMA TECHNIQUES

**Presented by Mohan Nair, VPI**

WEDNESDAY, NOVEMBER 3RD, 2:00 - 3:00 PM

In recent months, most discussions around lean transformations in contact centers have evolved around managerial and strategic matters. Mohan Nair, a proven six sigma black belt with 20+ years contact center management experience, will explore many of the misunderstood and forgotten elements of the original Lean Six Sigma model and foundational practices that comprises a good quality assurance program within contact centers.

**In this interactive session, attendees will:**

- Learn how proven Lean Six Sigma principles can be used for contact centers effectively and with little cost.
- Understand the central role of quality assurance tools for skill development and coaching.
- Identify the key importance of coaching to a particular skill versus coaching to a score.
- Learn about innovative tools being used to help organizations rapidly identify broken business processes, customer issues, and employee training needs within interactions, and focus their quality monitoring and coaching efforts on these high-value interactions.

### HOW TO MEASURE AND MANAGE CUSTOMER EXPERIENCE IN THE CALL CENTER

**Presented by Joe Alwan, VP and GM, AVOKE Caller Experience Analytics, Raytheon BBN Technologies**

THURSDAY, NOVEMBER 4TH, 11:00 AM - 12:00 PM

Customer Experience is hot! Done well, it's a source of competitive advantage and profitability. Done poorly, social networks will light up with horror stories about your company.

But what exactly is customer experience and what does it mean to the call center? How is it different from quality and feedback management? What should call centers do to drive or support customer experience initiatives? How do you measure customer experience and make it actionable?

### **In this webcast, you'll learn:**

- Definitions of key customer experience metrics for the call center - and how they complement your current metrics.
- How customer experience metrics reveal actionable cost savings opportunities.
- How customer experience metrics reveal actionable opportunities to improve customer satisfaction scores.
- How one company used customer experience metrics to reduce handle times and to achieve more consistent call handling.

## **FUNDAMENTALS OF CALL COACHING**

***Presented by Dee Lee Freeman, The Call Center School***

FRIDAY, NOVEMBER 5TH, 2:00 - 3:00 PM

Call center supervisors have multiple opportunities in a variety of settings and situations to communicate with staff about their performance. In this session you'll learn recommended practices for doing side-by-side coaching for improved performance, including tips on providing both positive and negative feedback. You'll also learn techniques to use in counseling and formal review sessions. Perfect for call center supervisors or team leaders, this session outlines the step-by-step approach to coach problem employees as well as reward good performers. The session also provides several useful tools to use in planning and conducting a coaching or counseling session.

### **In this interactive session, attendees will:**

- Identify the differences between monitoring/coaching and coaching/counseling and when to use each.
- Describe "best practices" to use in side-by-side coaching.
- Identify tips on presenting both positive and negative feedback.
- Outline the steps of applying various feedback methods and when to use each.
- Identify the steps of a positive discipline plan.

## **60 IDEAS IN 60 MINUTES FOR QA AND PERFORMANCE MANAGEMENT SESSION**

***Vicki Herrell, Executive Director, QATC***

THURSDAY, NOVEMBER 4TH, 3:30 - 4:30 PM

Given by conference vendors, these fast-paced sessions have attendees writing furiously as they try to capture an idea a minute! This format provides attendees with great tips to implement immediately.

## **Performance Optimization Sessions**

### **TOP FIVE KPI MISTAKES**

***Presented by Penny Reynolds, Founding Partner, The Call Center School***

WEDNESDAY, NOVEMBER 3RD, 11:00 AM - 12:00 PM

You've probably heard the quote, "There are lies, damn lies, and statistics." In the call center, you measure so many things, but measuring and reporting in the wrong way can prevent you from using your valuable performance information to take action to fix what's broken and reward what is working well. In this session, we'll review some primary call center measures of performance, along with some common mistakes made in gathering information, interpreting the data, and reporting the results.

### **LEARN HOW TO: ALIGN YOUR AGENTS WITH YOUR CUSTOMERS**

***Brett Williams, Director of Product Management for the PerformanceEdge Group, Aspect***

THURSDAY, NOVEMBER 4TH, 12:30 - 1:30 PM

This session will discuss how organizations can make front line agents an extension of their brand by creating a culture of performance management. Specifically we will cover how to improve customer satisfaction and how to reduce agent turnover by identifying key goals, tracking performance to those goals, and coaching agents on problem areas. Ultimately organizations are more likely to succeed by creating a structured performance management process.

**During this webinar you'll learn:**

- How to improve customer satisfaction by aligning agents more closely with specific key performance indicators.
- How to reduce agent turnover by setting fair expectations and allowing them to track their progress against goals.
- How to coach agents on problem areas to ensure continued employee improvement.

**IMPROVING FIRST CALL RESOLUTION AND THE CUSTOMER EXPERIENCE THROUGH ANALYTICS-DRIVEN AGENT PERFORMANCE OPTIMIZATION - A CUSTOMER CASE STUDY**

**Presented by Joe McFadden, Sr. Director, Enkata**

TUESDAY, NOVEMBER 2ND, 12:30 - 1:30 PM

FCR is one of the few metrics which enable you to achieve improvements in Customer Satisfaction ratings as well as a reduction in operating costs. Join us as we discuss an automated, analytics-driven process proven to increase FCR and CSAT. The process correlates agent performance analytics to personalized development (coaching, training) plans to support continuous improvement programs. Additionally, we will show you how this process uncovers operational issues with broad impact across all agents.

**Who should attend:**

If you have accountability for FCR and CSAT performance metrics, manage quality assurance, or agent development functions or if you are part of a six sigma function that supports contact center operations with strategic and operational analysis, this session is for you.

**You will learn:**

- What data is important to impact FCR and reduce repeat calls.
- How to automate the capture of agent performance data for actionable results.
- How to identify best practices among agents and apply them to all agents.
- How to correlate the data to personalized action plans for coaching, training, eLearning.
- How to cost effectively scale an analytics-driven performance model across all calls and agents.
- How to track the impact of coaching and agent development programs on agent performance.

**DO MORE WITH WHAT YOU MEASURE - HOW WORLD CLASS CALL CENTERS GET MORE OUT OF METRICS**

**Presented by Tim Montgomery, Principal, The Service Level Group, LLC**

FRIDAY, NOVEMBER 5TH, 11:00 AM - 12:00 PM

Running contact centers isn't rocket science, yet most make it much harder than it has to be. We've all been there - struggling to find a way to get more out of our contact center agents, looking for new ways to get calls out of queues, begging other departments to pitch in during peak times and finding new ways to meet ever changing customer demand. Making your job easier starts with getting creative and regularly challenging conventional contact center wisdom by using what you measure in creative and effective ways. During this session, Tim Montgomery, a highly regarded industry executive, widely published author and popular speaker will share highlights from his experience working with some of the world's most recognized service organizations. After the session, you'll be armed with new ideas to help you use what you already measure in new ways to positively influence some of the most common contact center activities - front line retention, agent incentives, coaching, performance metrics, size vs. productivity and communicating the center's value to others.

**PLUS 60 IDEAS IN 60 MINUTES SESSIONS**

**Vicki Herrell, Executive Director, SWPP and QATC**

THURSDAY, NOVEMBER 4TH, 3:30 - 4:30 PM

This fast-paced session will have you writing furiously as you try to capture an idea a minute given by a panel of experts! This format will give you some great tips to implement immediately - if you can catch them all!

## FAQ'S

### **Where is this conference being held?**

This is a virtual symposium held right at your desktop.

### **How is this conference different from web pages that claim to be virtual trade shows?**

This event is a real-time, fully interactive virtual conference, limited in duration, providing you with interactive participation. It has all the elements of a live conference including learning sessions, networking, and an exhibit hall.

### **Who manages the conference?**

The Virtual Contact Center Conference is a joint effort of three leading organizations in the Contact Center field - Cyber M@rketing Services/CRMXchange, SWPP, and QATC.

### **How does this conference differ from free events offered on the Internet?**

The Conference is a focused, four-day event, packed with online educational and informative sessions led by industry experts and vendors. You can attend in real-time AND later share a full recording of the conference with other members of your organization. In addition, it's a one-stop exhibit "floor" where you can find information and interact with many different suppliers of products and services for Workforce Management, Performance Management, and Quality Assurance.

### **Can other members of my company participate?**

Yes. Up to 10 attendees in your organization have unlimited access to the sessions, exhibit hall, press rooms, networking rooms, and on demand archives.

### **Will I receive a workbook?**

Yes, an online workbook of slides for all sessions will be provided for download.

### **What other costs are involved?**

There will be no fees if you take advantage of the special promotions that will be offered by the participating vendors, SWPP, and QATC. And there are NO ADDITIONAL COSTS! All presentations utilize streaming technology. If you choose to use your phone line instead of streaming, you will incur long-distance charges. The cost will be at your current long-distance rate.

### **Can I network with speakers and other attendees?**

Yes! In the Optimum Lounge you can that with the speakers for one hour after their presentation. You will also be able to network with other attendees in this conference.



# Attendee Registration

There will be no fees if you take advantage of the email promotions offered by the participating vendors, SWPP, and QATC. You can have up to 10 concurrent logins per live online event. You may have an unlimited number of people around one login.

If you do not take advantage of these promotions, the conference rates are as follows:

**Corporate Rate:** \$299 for all tracks, up to 10 logins per live event; unlimited number of people per login.

**Individual Rate:** \$99.00

Payment Method (Choose one):

Check Enclosed    Visa    Mastercard    Amex

Credit Card Number: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_

If it is more convenient, you can fax the registration to 201.391.4907. You can also register or request more information by calling us at 201-505-1743, or sending an email to [info@crmexchange.com](mailto:info@crmexchange.com).

Name _____	State _____
Title _____	Zip _____
Company _____	Country _____
Address _____	Phone _____
City _____	Fax _____
	Email _____

