

*BenchmarkPortal and The College of Call Center Excellence Present*

# Call Center Campus

**NYNY Hotel in** **Las Vegas**

**November 5 - 9, 2012**

*“Improving Customer Service & Loyalty”*  
*Certification Workshops: November 5-7, 2012*

*Call Center Management*  
*Quality Assurance*  
*Workforce Management*

*Symposium: November 8-9, 2012*

*Keynote Speakers*  
*Learning Sessions*  
*Roundtable Discussions*  
*Networking Reception*



[www.benchmarkportal.com/call-center-training/call-center-campus](http://www.benchmarkportal.com/call-center-training/call-center-campus)  
1-800-214-8929

# Call Center Campus Symposium

November 8-9, 2012

“Improving Customer Service & Loyalty” is the theme for this year’s Call Center Campus Symposium. The two-day program - unlike any other - features talks and discussions to inspire innovative thinking and engage participants in exploring compelling avenues for advancing the call center industry.

The Call Center Campus Symposium offers sessions that provide a hands-on learning environment. Attendees can obtain new skills, reflect critically on their work and learn from other individuals and organizations confronting dilemmas similar to their own. At the same time, call center leaders can learn how to raise their best practice skills to new levels, while sharing their best practices with peers.

- **Industry-Leading Keynote Speakers:** Listen to thought-provoking speakers share how their companies implemented successful programs that focus on achieving excellence and improving customer service.
- **Learning Sessions:** Customer Satisfaction, Agent Satisfaction, Social Media, Metrics, Technology and more
- **“Hot Topic” Roundtable Discussions:** Share business challenges, approaches and best practices on a number of hot topics with your peers.
- **Networking Reception:** Enjoy drinks and hors d’oeuvres while networking.
- **Awards Ceremony:** 2012 Top 100 Call Center Contest Winners
- **Networking Breakfasts and Breaks:** Get to know your peers throughout the week with continental and buffet breakfasts, coffee breaks and afternoon snacks.
- **Lodging:** Registration to the Symposium includes your lodging at the NYNY Hotel in Las Vegas and Conference Event



BenchmarkPortal intends that attendees gain new and practical insights, as well as strategies that contribute to their organizations’ strengths and sustainability. The training at the Call Center Campus Symposium should also enhance individual leadership skills of attendees. As a Call Center Campus attendee, not only will you benefit from the opportunity to interact with your peers, BenchmarkPortal Experts and other industry leaders, but you will walk away with incredible tools that can be immediately applied in your center. Our mission is to create a compelling networking event for the call center industry - one that focuses on networking and building relationships and that does not require exhibiting or catering to end-users. This is a vendor-neutral event that focuses on the core topics, hands-on learning, increasing one’s knowledge of best practices and driving success in your career and center.



[www.benchmarkportal.com/call-center-training/call-center-campus](http://www.benchmarkportal.com/call-center-training/call-center-campus)

1-800-214-8929

# Call Center Campus Symposium

November 8-9, 2012

**Thursday, November 8, 2012**  
**8:30am - 6pm**

(Schedule subject to change)

- Networking Buffet Breakfast
- Welcome Introduction to the Symposium: Bruce Belfiore, CEO, BenchmarkPortal
- Keynote Session #1
- Learning Session #1: Agent Satisfaction
- Coffee Break
- Keynote Session #2
- Learning Session #2: Social Media and The Multi Channel Center
- Lunch Break (on your own)
- Keynote Session #3
- Learning Session #3: Contact Centers Metrics- Impact and ways to improve customer service
- Keynote Session #4: Vocalabs White Paper on Customer Satisfaction
- Keynote Session #5: Progress Principle Author/Research
- Awards Ceremony: Top 100 Call Center Contest Winners
- Networking Activity
- Networking Reception: Hosted drinks and complimentary hors d'oeuvres. Special attendee raffle for prizes.

**Friday, November 9, 2012**  
**8:30am - 3pm**

(Schedule subject to change)

- Networking Buffet Breakfast
- iBenchmark - Automated Benchmarking Demonstration: Bruce Belfiore, CEO, BenchmarkPortal and Chris Rouse, Symmetrics
- Keynote Session #6
- Coffee Break
- Keynote Session #7: Maturity Model - Cisco-Sponsored Technology Study Presentation
- Learning Session #4: TBD
- Lunch Break (on your own)
- "20/20 Event": 20 ideas in 20 minutes to discuss the future of call centers
- Executive Round Table Discussions
- Closing Remarks: Bruce Belfiore, CEO, BenchmarkPortal



***"Improving Customer Service  
and Loyalty"***

## ***Registration Includes***

- 2 nights lodging
- All access to the 2-Day Symposium
- Complimentary daily breakfast & snacks (lunch is open)
- Networking reception with hosted drinks and complimentary hors d'oeuvres.

*"Thank you for inviting us and allowing us to share a little of our story. The whole week was a great, each of us took away something from the training and networking event. We look forward to attending Call Center Campus again."*

Matt Conant, Director Customer Experience, PLATO Learning"



[www.benchmarkportal.com/call-center-training/call-center-campus](http://www.benchmarkportal.com/call-center-training/call-center-campus)

1-800-214-8929

# Call Center Campus Training Workshops

November 5-7, 2012

## THE COLLEGE OF CALL CENTER EXCELLENCE



- **Certification Workshops** in Call Center Management, Quality Assurance and Workforce Management will equip you with the skill set that you need to improve your center's performance and lead to your professional certification.
- **Access to 2-Day Symposium** on Thursday and Friday is included with your participation in our certification workshops.
- **Benchmarking:** All students participate in our call center benchmarking survey. Results provides your company with a snapshot of your call center vs. industry peers.
- **Networking Breakfasts and Breaks:** Get to know your peers throughout the week with continental breakfasts, coffee breaks and afternoon snacks.
- **Lodging:** Registration to the Certification Workshops includes your lodging at the NYNY Hotel in Las Vegas.



The College of Call Center Excellence offers one of the most highly regarded Certification programs in the country, led by the industry's top-rated instructors, with over 150 years combined experience. These courses will equip you with the skill set you need to improve your center's performance. You will be able to return to your business and drive effective change for your contact center and use best practice methods validated by BenchmarkPortal.

One of the main things that separates our call center training from others is that we use benchmarking to demonstrate our best practices and training. BenchmarkPortal has the world's largest database of call center metrics - all of our students participate in our call center benchmarking survey as part of this course. This complimentary call center benchmarking report and Web-ex style presentation of your benchmarking results provides your company with a snapshot of your call center vs. industry peers. No other call center training can offer this type of information.



# Management Certification Training

November 5-7, 2012

Our Call Center Management Certification course is composed of ten information-rich modules that include learning activity “case studies” that focus on practical problem solving and current call center best practices. The curriculum, which was originally developed by

Dr. Jon Anton of Purdue University, has been expanded and updated by Bruce Belfiore, Dean of the College, Dayne Petersen, Lead Instructor, and their staff of industry experts. Typically participants include Call

Center Managers, Directors and Vice Presidents. These courses will help you better manage your call center and strengthen relationships with other departments (for example: Marketing, MIS and Telecommunications).



## Topics Covered

- Organizational Leadership
- Human Resources
- Quality Monitoring & Coaching
- Customer Satisfaction
- WFM Forecasting & Scheduling
- Call Center Technologies
- Tech.-Enabled Processes
- Knowledge Management
- Benchmarking
- Self-Service Analytics & Reporting



## Schedule

- 3-Day Workshop, Nov. 5-7, 2012
  - Monday, 8:30am - 5pm
  - Tuesday, 8:30am - 5pm
  - Wednesday, 8:30am - 5pm
- 2-Day Symposium, Nov. 8-9, 2012
  - Thursday, 8:30am - 6pm
  - Friday, 8:30am - 3pm

## Registration Includes

- 5 nights lodging
- Complimentary attendance to the 2-Day Symposium
- Complimentary daily breakfast & snacks (lunch is open)
- Workshop handbook
- Call center benchmarking survey/report with a follow-up web-ex style presentation of your benchmarking results.

*“BenchmarkPortal provided excellent content on a wide variety of Call Center topics that was extremely relevant and immediately applicable to my operation.*

*The interaction with other call center professionals was an invaluable aspect of the learning environment. I came back to my job energized and with clear tools for making improvements to my center.”*

Noel Allen,

Director of Customer Service,  
Williamson-Dickie Mfg. Co.



[www.benchmarkportal.com/call-center-training/call-center-campus](http://www.benchmarkportal.com/call-center-training/call-center-campus)

1-800-214-8929

# Quality Assurance Certification Training

## November 6-7, 2012

The call center quality assurance training workshop is designed to meet the needs of the Director, Manager or Quality Analyst responsible for delivering a “best-in-class” quality monitoring and coaching program.

Participants will identify those agent behaviors that provide an excellent customer experience, i.e., reduce the customer effort to solve their problem, answer their question and drive loyalty. From this knowledge comes the development of the assessment processes, form for assessment and the scoring metrics that will measure the result.

Participants will learn the issues of calibration of the assessment and scoring processes, and how to deliver appropriate recognition and reward for the stakeholders of the process. This workshop will provide real-life example and exercises using strategic imperatives to assess the current program, make adjustments or develop an entirely new program that meets the needs of all stakeholders.



### Topics Covered

- Creating a QA Strategy
- Positive Culture, Behaviors and Definitions
- Quality Assessment Forms
- Service vs. Compliance
- Call Monitoring Process
- Evaluation Frequency
- Art of Coaching
- Feedback
- Time Management
- Discussion: How Many Call, Coaching Process
- Reward & Recognition Methods
- Technology
- 3rd Party Options



### Schedule

2-Day Workshop, Nov. 6-7, 2012

- Tuesday, 8:30am - 5pm
- Wednesday, 8:30am - 5pm

2-Day Symposium, Nov. 8-9, 2012

- Thursday, 8:30am - 6pm
- Friday, 8:30am - 3pm

### Registration Includes

- 4 nights lodging
- Complimentary attendance to the 2-Day Symposium
- Complimentary daily breakfast & snacks (lunch is open)
- Workshop handbook
- Call center benchmarking survey/report with a follow-up web-ex style presentation of your benchmarking results.

*"This training far exceeded my expectations. I am a visual learner. I like the interaction and hands on experience. The trainer was really engaged and cared about the growth of our positions and what we will gather from this program and take back to our employees."*

Call Center Campus Attendee



# Workforce Management Certification Training

## November 6-7, 2012

BenchmarkPortal's contact center training workforce management workshop covers the entire WFM process - from the gathering of data to the production of forecasts, schedules and budgets. We include lessons that benefit attendees from any size organization, large and small, with real-world examples of solutions that work in practice - not just theory. Participants will learn:

- What processes make up the foundation of an effective call center Workforce Management practice
- How to gather the right data at the right time to maximize call center scheduling and staffing
- Results reporting that drives effective decisions and actions
- How to build forecasting models that work - including how to use Excel to do time series modeling
- Options for building staff plans that meet budgeting and scheduling needs
- How to build an Erlang C-based staffing model
- A change management approach that helps overcome the "Big Brother" syndrome too often associated with Workforce Management



### Topics Covered

- Gathering Information: The foundation to all WFM practices
- Forecasting: Setting Framework for Center Success
- Planning: Matching Supply to Demand
- Optimizing Performance: Real-Time adjustments to the plan, forecast and data
- Analysis: Reviewing the outcomes to determine improvements to the next forecast and plan
- Change Management: Preparing leaders to lead WFM change

### Registration Includes

- 4 nights lodging
- Complimentary attendance to the 2-Day Symposium
- Complimentary daily breakfast & snacks (lunch is open)
- Workshop handbook
- Call center benchmarking survey/report with a follow-up web-ex style presentation of your benchmarking results.

### Schedule

2-Day Workshop, Nov. 6-7, 2012

- Tuesday, 8:30am - 5pm
- Wednesday, 8:30am - 5pm

2-Day Symposium, Nov. 8-9, 2012

- Thursday, 8:30am - 6pm
- Friday, 8:30am - 3pm

*"Great overview on all aspects of WFM & allowed time for exchanges of ideas for on-site specific questions! Very Good!"*

Indianapolis, IN 2012  
Course Attendee



[www.benchmarkportal.com/call-center-training/call-center-campus](http://www.benchmarkportal.com/call-center-training/call-center-campus)

1-800-214-8929

# *NYNY Hotel Lodging Information*

Call Center Campus Week will take place at the NYNY Hotel in Las Vegas. Your hotel nights are included with your workshop or symposium purchase. We will take care of booking your hotel nights for you. Please refer to the registration option you are selecting to see how many nights are included with your purchase. We have secured a very affordable room rate with the NYNY Hotel. The rooms, daily resort fee and taxes are all included in your registration. Prices for the hotel rooms will increase one month prior to the event, please register early.

**New York New York Hotel & Conference Center**  
3790 Las Vegas Boulevard South  
Las Vegas, NV 89109  
800-689-1797  
newyorknewyork.com

Check-in is at 3pm and checkout is on Friday, November 9th, at 11am. The hotel bell staff can store luggage on a complimentary basis for those guests that have checked out but are not yet departing the hotel. Late checkout options are also available through the hotel. Please note that Friday's event will run into the afternoon.

If you would like to extend your stay an extra night (Friday, 11/9), please contact [crystal@benchmarkportal.com](mailto:crystal@benchmarkportal.com) to book your reservation. To book a reservation for other dates, please contact the NYNY Hotel directly. Anytime up until check in you may notify the front desk of your group reservation with BenchmarkPortal and they will arrange for you to stay in the same room for the duration of your trip.

