

BenchmarkPortal and The College of Call Center Excellence Present

Call Center Campus

PARIS Hotel in Las Vegas

November 11 - 15, 2013



“Improving the Customer Experience”

Certification Workshops
November 11-13, 2013

Call Center Management
Quality Assurance
Workforce Management

2-Day Symposium
November 14-15, 2013

Guest Speakers
Learning Sessions
Roundtable Discussions
Networking Reception

 **Register Early and SAVE!**
Register Before Oct. 11, 2013

1-800-214-8929
www.benchmarkportal.com/call-center-campus

Call Center Campus Symposium

November 14-15, 2013

“Improving the Customer Experience”
is the theme for this year’s Call Center Campus Symposium.

Industry experts, along with BenchmarkPortal’s premier team of instructors, will lead and guide Pre-Symposium Certification Workshops and the two-day Symposium, where we will explore call center challenges and emerging trends in the industry. The Symposium - unlike any other - features sessions and discussions to inspire innovative thinking and engage participants in exploring compelling avenues for advancing the call center industry. From the informative and inspiring sessions to the multiple networking opportunities, you’ll walk away with the skills, connections and resources you need to take your career to the next level.

- **Industry-Leading Guest Speakers:** Listen to thought-provoking speakers share their insights on how their companies implemented successful programs that focus on improving customer experience.
- **Learning Sessions:** Customer Satisfaction, Agent Satisfaction, Metrics, Technology and more
- **“Hot Topic” Roundtable Discussions:** Share business challenges, approaches and best practices on a number of hot topics with your peers.
- **Welcome Reception:** Join us for a welcome reception for conference attendees. This is the perfect opportunity for you to meet other attendees as you enjoy refreshments and light hors d’oeuvres.
- **Networking Reception:** Enjoy drinks and hors d’oeuvres and a raffle drawing while building your professional and social network. This event provides a great opportunity to meet new colleagues in a relaxed, social setting.
- **Awards Ceremony:** BenchmarkPortal will recognize centers that have placed in our Top 100 Call Center Contest, as well as centers which have achieved Center of Excellence status.
- **Networking Breakfasts and Breaks:** Get to know your peers while enjoying buffet breakfasts and coffee breaks.
- **Lodging:** Registration to the Symposium includes your lodging at the Paris Hotel in Las Vegas.



Call Center Campus 2-Day Symposium

November 14-15, 2013

“Improving the Customer Experience”
is the theme for this year’s Call Center Campus Symposium.

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.

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 event focuses on core topics, hands-on learning, increasing one’s knowledge of best practices and driving success in your career and center.

Schedule

Welcome Reception - Nov. 13

- Wednesday, 6:30 pm - 8:30 pm

Networking Reception - Nov. 14

- Thursday, 6:30 pm - 8:30 pm

2-Day Symposium, Nov. 14-15, 2012

- Thursday, 8:30am - 5 pm
- Friday, 8:30 am - 12 pm



“An amazing event with wonderful carefully chosen speakers with much good information to impart. It was energizing! I felt totally rejuvenated about our contact center and how we can make it better!! This was well worth the trip and the time to come! Makes me want to work even harder to engage and motivate our agents!”

Cindy Trow, Quality Assurance Manager,
MedicAlert Foundation

Registration Includes

- 2 nights lodging
- All access to the 2-Day Symposium
- Complimentary daily breakfast
- Welcome & Networking Reception with hosted drinks and complimentary hors d’oeuvres.

Call Center Campus Training Workshops

November 11-13, 2013

THE COLLEGE OF CALL CENTER EXCELLENCE



- **Pre-Symposium 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.
- **Complimentary Access to Welcome & Networking Reception:** Enjoy complimentary drinks and hors d'oeuvres while networking.
- **Lodging:** Registration to the Certification Workshops includes your lodging at the Paris 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 11-13, 2013

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. 11-13, 2013

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

2-Day Symposium, Nov. 14-15, 2012

- Thursday, 8:30am - 5 pm
 - Friday, 8:30 am - 12 pm
- (See Symposium Schedule for Receptions)

“I was very pleased how well the course was put together. It provides info relevant to small and large call centers. The course provides an indirect approach to the top call center concerns and validates all info that is given. If you run a call center this course is a must. Not only will you learn from the course, but every one else brings their info to the class and you can use them as a reference.”

Mike Rooks, Call Center Supervisor,
Nevada Adult Day Care - November 2012

Registration Includes

- 5 nights lodging at the Paris Hotel
- Complimentary attendance to the 2-Day Symposium
- Complimentary attendance to the Welcome & Networking Receptions
- Complimentary daily breakfast & snacks
- Workshop handbook
- Certificate of completion
- Call center benchmarking survey/report with a follow-up web-ex style presentation of your benchmarking results.

Quality Assurance Certification Training

November 12-13, 2013

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



“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



Schedule

2-Day Workshop, Nov. 12-13, 2013

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

2-Day Symposium, Nov. 14-15, 2013

- Thursday, 8:30 am - 5 pm
- Friday, 8:30 am - 12 pm
(See Symposium Schedule for Receptions)

Registration Includes

- 4 nights lodging at the Paris Hotel
- Complimentary attendance to the 2-Day Symposium
- Complimentary attendance to the Welcome & Networking Receptions
- Complimentary daily breakfast & snacks
- Workshop handbook
- Certificate of completion
- Call center benchmarking survey/report with a follow-up web-ex style presentation of your benchmarking results.

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Workforce Management Certification Training

November 12-13, 2013

The 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 at the Paris Hotel
- Complimentary attendance to the 2-Day Symposium
- Complimentary attendance to the Welcome & Networking Receptions
- Complimentary daily breakfast & snacks
- Workshop handbook
- Certificate of completion
- Call center benchmarking survey/report with a follow-up web-ex style presentation of your benchmarking results.



Schedule

2-Day Workshop, Nov. 12-13, 2013

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

2-Day Symposium, Nov. 14-15, 2013

- Thursday, 8:30 am - 5 pm
- Friday, 8:30 am - 12 pm
(See Symposium Schedule for Receptions)

"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

PARIS Hotel

Lodging Information

Call Center Campus Week will take place at the PARIS 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 PARIS Hotel. The room fee and taxes are all included in your registration.

PARIS Hotel

3655 Las Vegas Boulevard South | Las Vegas, NV 89109
parislasvegas.com | 800-722-5597

***Rooms and group rates are guaranteed until October 11, 2013
OR until our room block sells out.***

There are a limited amount of rooms available, so please register early. After this cut-off date rooms may not be available or the room rate will be accepted based on availability at the negotiated group rate. (extra charges may apply)

Check-in: 4 pm
Check-out: 11 am

Internet: not included, \$14.99 per day, per connection. Guests can pay upon arrival to the hotel.

Late Check-out/Bell Staff: 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 till noon.

Extra Room Nights: If you would like to extend your stay, please contact crystal@benchmarkportal.com to book your reservation. To book a reservation for other dates, please contact the Paris 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.



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