

icmi
callcenter

demo & conference

Dallas, TX

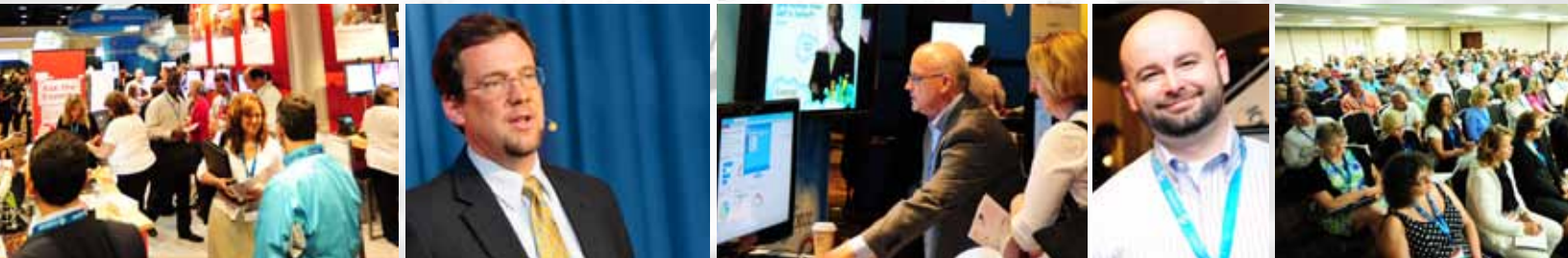
October 11-13, 2011

Employee Engage
Multi-channel
Adherence
Continuous Improvement

Re-focus

Your Contact Center for

SUCCESS



Attend the largest industry event this fall
Featuring the most peers, the best education, the top solutions



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Attend the ONLY industry event this fall that will guide you in the right direction

Yes, Call Center Demo & Conference (now in its 9th year!) boasts the largest network of your peers. And yes, it offers the most comprehensive call center instruction too. But it's also the ONLY Fall event with a consistent track record of providing tools & techniques for immediate implementation. Call Center Demo & Conference is produced by ICMI, the organization that creates and defines the industry standard for call center education. It's an event developed BY the industry, FOR the industry, through an independent advisory board – guaranteeing a multi-faceted, impartial educational program featuring the timely and topical issues that are facing the industry today.

At Call Center Demo & Conference, You'll Experience:

- Insightful keynote presentations
- In-depth tours of real-life call centers
- Industry luminaries as speakers and presenters
- Case studies from top companies such as Constant Contact, Teleflora, Blue Cross Blue Shield of Nebraska, and Erie Insurance
- Extensive networking opportunities
- The latest industry innovations and technologies

Here are just a few of the call center professionals who have already registered to attend.

- CDW** - Practice Lead
- Curves International** - Senior Manager
- Delta Dental** - Workforce Management Manager
- Deradex International** - Marketing Manager
- Genuine Parts Company** - Support Center Manager
- GTA North America** - Manager of Training and Development
- HP Enterprise Services** - Account Deployment Manager - Call Center Capability
- Konica Minolta** - Quality Analyst
- MB Financial Bank** - Outbound Sales Manager
- Northwestern Memorial Hospital** - Manager - Operator Services
- Texas Workforce Commission** - UI Network Operations Manager

Four Core Subject Tracks



People Management

Theme: Engaging Employees

If you're responsible for managing people in the contact center, this track is where you'll find the ideas and resources you need to improve.



Operations Management

Theme: Driving Metrics

We've emphasized the "how to" in these critical operations topics so you can get return home with actionable ideas for making immediate improvements to your contact center.



Strategy & Leadership

Theme: Continuous Improvement

If you're ready to be inspired by fresh ideas on strategy and leadership, this is the track for you. We'll delve into "big picture" issues and provide insights into leading your team to success from the best in the business.



Technology Management

Theme: Multi-Channel

The amazing array of bells and whistles in today's technology is impressive – and overwhelming. This track will help you to understand how to use contact center technology to get the job done.

Customer Service Week October 3–7

Celebrate with your team, and then join us one week later to rejuvenate and gather fresh ideas to bring back to your center.

Top Reasons to Attend

- With a spotlight on “**Re-Focusing your Contact Center for Success**,” the Call Center Demo & Conference will provide practical, timely content that can be immediately implemented upon your return home.
- Our **Premium Package** includes everything the 3-day event has to offer, including intensive pre-show options, the full main conference program and materials, networking activities and meals, keynote presentations and entry to an exhibit hall filled with top industry vendors.
- Our speaking spots cannot be “purchased” by vendors or sponsors. **All sessions and speakers are selected by our Conference Advisory Board of industry experts** through a “call for papers” process and outreach to industry experts.
- We present a choice of **site tour options**, each one selected to provide a unique and educational view of the call center industry.
- Our educational program offers deep, rich and meaningful content, which is reflected in session length. With 4-hour pre-conference workshops and 75 minute main conference sessions, our classes provide a non-rushed learning environment with plenty of time for Q&A!
- Attending an ICMI event is one of the best investments you can make in the future of your call center.



Keynote Presentations

Wednesday, October 12, 2011

8:45am – 10:00am

Flying Outside the Box

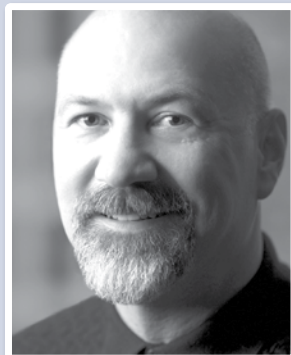
Michael McMillan, Speaker, Author, Designer, and Creative Consultant

Sometimes the path to success isn't a path at all. Since the beginning of time, creative thinking has separated the survivors from those unable or unwilling to see new possibilities and make change. Creativity has always distinguished the winners from losers, and in today's business world this statement has never been truer. Creative thinking is our most powerful human asset—it's foundational for innovation, problem solving, survival and progress.

In this presentation, Michael explores the power of creative thinking and shows the results you can achieve by having the courage to take action. This speech will open your eyes to the wonders of creativity, innovation and positive change. Through thought-provoking stories and examples, Michael provides valuable insights on creative thinking, questioning the norm, and taking action.

Michael McMillan

Speaker, Author, Designer, and Creative Consultant



Michael McMillan has a well-deserved reputation for creative thinking and delivering innovative results. Early in his career, Michael founded a visual communication firm that soon attracted a client roster that read like the *Who's Who of Business*. Fortune 500 corporations, small entrepreneurial businesses, sports and music legends, non-profit organizations and institutions have sought Michael's creative guidance to deliver effective solutions with

award-winning results. His work has been recognized by major design, marketing, advertising and communication organizations around the world.

In addition to his corporate work, Michael's creative direction on Michael Jordan's *New York Times* best-selling pictorial autobiography, *Rare Air*, established a new niche in retail publishing. He followed this success with several more award-winning coffee-table books including *Mario Andretti*, *The NBA at 50* and *John Deere's Genuine Value*.

After 20 consecutive years of growth, Michael sold his firm and began sharing his unique insight on creative thinking with business leaders, entrepreneurs and diverse organizations of all sizes. He is a perception catalyst and self-described truth seeker, inspiring others to question, think and see differently—balanced with respect for existing culture and frameworks.

Thursday, October 13, 2011

8:45am – 10:00am

The Carrot Principle: Engaging Employees through Recognition

Chester Elton, Author, Speaker, Consultant at Gostick & Elton LLC

A *New York Times*, *USA Today* and *Wall Street Journal* bestseller, *The Carrot Principle* has become the preeminent source on employee engagement and recognition. Based on Chester Elton's runaway bestseller, this keynote will reveal ground breaking results showing definitively that the central characteristic of the most successful managers is that they provide their employees with frequent and effective recognition. This breakthrough study of 200,000 people over ten years found dramatically greater business results when managers offered constructive praise and meaningful rewards in ways that powerfully motivated employees to excel. Drawing on case studies from leading companies including Disney, KPMG, and the Pepsi Bottling Company, the bestselling author shows how the transformative power of purpose-based recognition produces astonishing increases in operating results.

Chester Elton

Author, Speaker, Consultant at Gostick & Elton LLC



Called the "apostle of appreciation," by the *Globe and Mail*, Canada's largest newspaper, and "creative and refreshing" by the *New York Times*, Chester Elton is co-author of several successful leadership books and is an in-demand speaker the world over.

Chester Elton's books have been translated into over 20 languages and have sold over half a million copies worldwide. *The Carrot Principle* by Simon & Schuster has been a *New York Times* and *Wall Street Journal* bestseller, and *The 24-Carrot Manager* has been called a "must read for modern-day managers" by Larry King of CNN. In 2006, *The Invisible Employee*, from John Wiley & Sons also made the *New York Times* Best-seller list.

As a motivation expert, Chester Elton has been featured in *The Wall Street Journal*, *Washington Post*, *Fast Company* magazine and the *New York Times*. He has also been a guest on CNN, Bloomberg Television, ABC's *Money Matters* MSNBC and on National Public Radio. A sought-after speaker and recognition consultant, Chester is the senior vice-president of the Carrot Culture Group with the O.C. Tanner Recognition Company.

Networking & Special Events

Welcome Reception

Tuesday, 5:00pm – 7:00pm

Join us for a celebration, and plenty of networking opportunities! Sip a glass of wine and enjoy light hors d'oeuvres. Make new contacts, exchange ideas, and share tips.

Industry Roundtables Breakfast

Wednesday, 7:30am – 8:45am

Don't miss this opportunity to meet others in your industry to share what you've learned and discuss your action plans for implementing new ideas in your center. Tables will be hosted by ICMI trainers and editorial staff, who will facilitate networking and share their expertise at this informal breakfast.

Networking Reception on the Exhibit Hall Floor

Wednesday, 5:00pm – 6:30pm

This reception provides the perfect opportunity for you to mingle with colleagues in a relaxed environment while browsing contact center solutions from top industry vendors.

QueueTips Continental Breakfast

Thursday, 7:30am – 8:30am

The always popular ICMI QueueTips comes to Dallas! Select a topic you'd like to learn more about, and then share your experiences with our distinguished faculty and your fellow attendees. A great way to meet and learn from other contact center professionals while enjoying breakfast and great conversation.



Schedule-at-a-Glance

Tuesday, October 11

7:00am-6:00pm	Registration Open
7:00am-8:30am	Continental Breakfast
8:30am-5:00pm	Executive Summit
8:30am-12:00pm	Morning Site Tours
8:30am-12:00pm	Morning Workshops <ul style="list-style-type: none">• Pre-1: Hiring, Engaging, and Retaining for Significant Productivity Improvement• Pre-2: Developing a High-Impact Quality Program• Pre-3: Building an Effective Voice-of-the-Customer Process• Pre-4: Contact Center Technology 101: What Every Professional Needs to Know
12:00pm-1:30pm	Lunch
1:30pm-5:00pm	Afternoon Site Tours
1:30pm-5:00pm	Afternoon Workshops <ul style="list-style-type: none">• Pre-5: Coaching that Improves the Customer and Employee Experience• Pre-6: The Principles of Effective Contact Center Management• Pre-7: Owning the Outcome at Intuit: A Powerful Strategy for Rapid Process Improvement• Pre-8: Multi-Channel Strategy and the Contact Center's Role: Define Your Vision and Plans
5:00pm-7:00pm	Welcome Reception

Wednesday, October 12

7:30am-6:30pm	Registration Open
7:30am-8:30am	Industry Roundtables Breakfast
8:30am-10:00am	Welcome & Keynote
10:00am-2:30pm	Exhibit Hall Open
10:00am-11:00am	Visit Exhibit Hall
11:00am-12:15pm	Conference Session Block 1 <ul style="list-style-type: none">• Session 101: Supervisors - Lost in the Maze of Responsibilities!• Session 102: Reframing the Customer Experience - New Anchor Facts Drive New Solutions• Session 103: The At-Home Model – Lessons Learned• Session 104: Building Structure for Multi-Channel Technology
12:15pm-2:15pm	Lunch & Visit Exhibit Hall
2:15pm-3:30pm	Conference Session Block 2 <ul style="list-style-type: none">• Session 201: It's a Garden! Tried-and True Tips for Growing an Engaged Team• Session 202: Integrating Social Media into the Channel Mix• Session 203: Greed is Good! Making the Business Case for Stellar Service• Session 204: Revealing Customer Perception through Cross-Channel Analytics
3:45pm-5:00pm	Conference Session Block 3 <ul style="list-style-type: none">• Session 301: How to Measure the Quality of Customer Service E-Mail• Session 302: Experiential Metrics That Drive the Right Performance• Session 303: Positioning Call Center Leaders for Success in a Sea of Change• Session 304: Transforming Contact Center Technology Administration and Support
4:30pm-6:30pm	Exhibit Hall Open
5:00pm-6:30pm	Networking Reception on the Exhibit Hall Floor

Schedule-at-a-Glance

Thursday, October 13

7:30am-2:00pm	Registration Open
7:30am-8:30am	QueueTips Continental Breakfast
8:30am-10:00am	Keynote
10:00am-11:00am	Visit Exhibit Hall
11:00am-12:15pm	Conference Session Block 4 <ul style="list-style-type: none">• Session 401: Your New Adventure – How to Successfully Manage Home Agents• Session 402: How Emerging Channels Impact Forecasting, Staffing, and Metrics• Session 403: Top Rated Customer Experience Companies• Session 404: Set Up for Success - What Do You Need to Succeed in the Cloud
12:15pm-2:00pm	Lunch and Visit the Exhibit Hall
2:00pm	Exhibit Hall Closes
2:15pm-3:30pm	Conference Session Block 5 <ul style="list-style-type: none">• Session 501: Leveraging Social Media Internally• Session 502: Common Workforce Management Mistakes – and What to Do About Them!• Session 503: Increase Productivity and Profitability with Exceptional Leadership• Session 504: Proactive Outbound Service – Engage Your Customers!
3:45pm-5:00pm	Conference Session Block 6 <ul style="list-style-type: none">• Session 601: How BCBSNE Supercharges Cross-Department Communication• Session 602: Predicting Customer Experience Metrics• Session 603: Creating a Frontline Profit Machine: Capturing Every Sale in Your Multi-channel Environment• Session 604: Paving the Way for Effective Knowledge Management



Pre-Conference Workshops

Tuesday, October 11 | 8:30am – 12:00pm

People Management

All Levels

Pre-1:

Hiring, Engaging, and Retaining for Significant Productivity Improvement

Dick Finnegan, President, Finnegan Mackenzie, The Retention Firm



How would you like to double the productivity of your workforce? In this session Dick Finnegan, author of the book, *Rethinking Retention*, presents research-driven solutions, techniques and tools that you need to succeed. You'll learn hiring techniques that will reduce turnover,

cut the number of openings, and improve your company's revenue and cost performance. You will return to your center with concrete goals and an action-plan that will equip you to dramatically improve the way you hire, engage, and retain your employees.

Operations Management

All Levels

Pre-2:

Developing a High-Impact Quality Program

Rebecca Gibson, Independent Consultant



Frontline employees are the face of your company – so, why not bring out the best in every agent and deliver exceptional experiences to your customers every time? In this practical workshop, Rebecca Gibson will show you how to use your organization's mission to guide your

program's purpose and objectives. You will walk away with the tools to develop performance standards and a monitoring process that will give your quality program the boost it needs to create exceptional customer experiences!

Strategy & Leadership

Intermediate

Pre-3:

Building an Effective Voice-of-the-Customer Process

John Goodman, Vice Chairman, TARP



In this workshop, John Goodman takes you through the steps necessary to develop a VOC process, and combine contact, survey, operations, and employee input data to create a unified story. You'll discover ways to gather, analyze, integrate and package the data. And

you will become the driver of changes that will positively impact the entire organization, as you learn how to estimate revenue and word-of-mouth impact, staff the analytical unit, and build alliances with other functions. Case studies and examples will be drawn from many sectors, including financial services, manufacturing, auto, health care and retail.

Technology Management

Beginner

Pre-4:

Contact Center Technology 101: What Every Professional Needs to Know

Lori Bocklund, President, Strategic Contact, Inc



If you're wondering (or downright perplexed) about technologies such as Voice over IP (VoIP), speech recognition, multimedia routing, multi-site virtualization, knowledge management, speech and data analytics and the rest of the performance tools, and the buzz around UC and

Web 2.0, this session is for you! Operations and technology leaders alike should attend this course to learn more about the technologies you have – or might be considering. You'll discover the technologies every center needs, as well as the innovations that are changing the landscape. You will learn practical information about today's technology that will arm you for a discussion with your contact center or IT counterparts, as well as vendors. Most importantly, you'll leave the session ready to successfully tackle your own projects.

Pre-Conference Workshops

Tuesday, October 11 | 1:30pm – 5:00pm

People Management

All Levels

Pre-5:

Coaching that Improves the Customer and Employee Experience

Rebecca Gibson, Independent Consultant



Reviewing calls and performance metrics with frontline employees is important – but is only effective when properly presented. What would help you make coaching more effective? In order to improve customer satisfaction and first contact resolution, you must teach each team member techniques they can consistently apply – but how? In this step-by-step session with Rebecca Gibson, you will acquire the skills you need to build a coaching program that has ongoing positive impact on your customers and employees.

Operations Management

All Levels

Pre-6:

The Principles of Effective Contact Center Management

Brad Cleveland, Senior Advisor and Former President/CEO, ICMI



This always-popular course has been a favorite at ICMI conferences for over two decades, and for good reason: it covers the skills and knowledge you absolutely, positively must have to run an effective contact center. In step-by-step format, Brad Cleveland, author of *Call Center Management on Fast Forward* (recipient of an Amazon.com best-selling award), walks you through principles that will remain with you throughout your career. Whether you are a new manager or a veteran in search of a dependable refresher, this session provides the essential knowledge and confidence you need to succeed in today's fast-changing environment!

Strategy & Leadership

Case Study

Pre-7:

Owning the Outcome: A Powerful Strategy for Rapid Process Improvement

Todd Hixson, Operations Manager, Intuit



Are you overwhelmed with broken processes? An effective strategy for continuous improvement includes four essential components: observe, experiment, share and develop; and it must engage employees to “own the outcome” of their work, which will quickly improve the business. Your presenters from Intuit range from senior management to front line agents – they’ve been there, and they will show you how to instill the concept of rapid iteration in service. In the engaging hands-on workshop they lead, you will explore a dynamic root cause analysis process that utilizes the “five why” technique for rapid process improvement. You’ll leave with a one page template and the supporting techniques necessary to implement a process improvement strategy in your own center!

Technology Management

All Levels

Pre-8:

Multi-Channel Strategy and the Contact Center's Role: Define Your Vision and Plans

Brian Hinton, Principal Consultant, Strategic Contact, Inc.

Lori Bocklund, President, Strategic Contact, Inc



You are a critical part of multi-channel customer interactions, which position the contact center as a key element of an enterprise strategy, meeting – and exceeding – your customers' expectations. During this highly interactive session, you will work with other creative leaders to define what multi-channel means, identify the priorities for technology to enable multi-channel delivery, and ponder where you'll spend valuable money and resources to make your vision come to fruition.

Pre-Conference Site Tours

Take a pre-conference workshop for half the day, and a site tour for the other half! Each of our site tour options has been carefully selected to provide a detailed and distinctive view of a contact center's operations. Accompanied by an experienced guide, you'll discover best practices and takeaways to apply to your own center. Many attendees have cited these tours as the perfect complement to their conference experience. We're certain you'll agree!

Site tours will take place on Tuesday, October 11, and are part of your Premium Package.

AM1: **Morning Site Tour: 8:30am - 12:00pm**



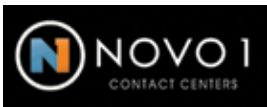
B E R Y L

Dedicated to the patient experience for more than 25 years, this contact center boosts an innovative technology platform that connects providers to knowledge and consumers to healthcare. Beryl captures data that allows their clients to better understand patient preferences, interactions, perceptions and satisfaction. As a result, clients are able to increase patient loyalty and enhance revenue. At this center, 200 patient experience advocates deliver 24/7 customer service—totaling more than twelve million interactions annually. For more information about Beryl, visit www.beryl.net.

Technologies used include:

- Avaya ACD with CMS
- NICE/IEX Workforce Management, Quality Recording, and Analytics
- Symon Wallboards, Desktops, and Digital Signage
- Salesforce.com CRM Service and Sales Cloud
- Oracle's ATG Commerce Applications for Chat

PM1: **Afternoon Site Tour: 1:30pm - 5:00pm**



NOVO1 is a premier provider of customer contact service distinguished for its **Customer Obsession Program**, incorporating the top 1% of call center best practices and **Smart Desktop Solutions**. For more than twenty-six years NOVO 1 has provided a variety of inbound and outbound services. All operations are based in the U.S. and demonstrate a lower total cost of operations than off-shore outsourcing solutions. The company operates in four locations (with Fort Worth, TX serving as the headquarters) and across these four centers, has 1,400 seats generating annual revenue in excess of \$50 million. NOVO 1 contact centers specialize in providing an integrated, multi-channel customer contact solution that includes inbound and outbound teleservices, interactive voice response (IVR), voice analytics, and Web-based services in a multi-lingual environment. NOVO 1 employs customer service advisors fluent in Spanish, French, French-Canadian, and Vietnamese.

Additional tour options will be added. Please visit www.icmi.com/ccdemo/tours for updates.

Pre-Conference Executive Summit

ICMI Executive Summit - Maximizing ROI through People, Processes and Technology

This full day (8:30am – 5:00pm) will take place on Tuesday, October 11, and is part of your Premium Package. It is open exclusively to senior-level directors and executives with P&L responsibility for the contact center.

With a focus on maximizing ROI through people, process and technology, the Executive Summit will identify customer strategies that will have a direct impact on your business. Unique networking and educational opportunities offer the opportunity to engage with critical content and real-world solutions in a focused and intimate environment.

Highlights include:

- Opening address from industry icon Brad Cleveland: Achieving Success in the New Era of Customer Relationships
- Case studies from your peers demonstrating practical application of people, process and technology improvements that have a direct impact on customer satisfaction and ROI. Sample topics include Agent Engagement, Internal Training, Coaching, Attrition, Workforce Management, Quality, Voice of the Customer, Organizational Structure, Cost of Ownership Analysis, Speech Analytics, Customer Satisfaction
- Facilitated, small group discussions on key strategic and tactical issues
- Meaningful networking with senior contact center executives

Qualification is required to confirm attendance. To ensure an appropriate environment for meaningful peer-to-peer sharing, participation in this event will be limited to no more than 40 delegates.



Session Block 1

Wednesday, October 12 | 11:00am – 12:15pm

People Management

All Levels

Session 101:

Supervisors - Lost in the Maze of Responsibilities!

Bob Furniss, President, Touchpoint Associates, Inc.



Transitioning from “best agent” to “inexperienced supervisor” is a challenge. Unfortunately, supervisors often receive too little training, and quickly get lost in a maze of responsibilities. Discover new ways to build relationships and manage priorities – challenging objectives for both new and long-term managers. Understand why everything comes back to time management and learn techniques for managing each day more effectively. The basics are simple – but the impact is profound!

Operations Management

Intermediate

Session 102:

Reframing Customer Experience - New Anchor Facts Drive New Solutions

Mary Murcott, CEO, NOVO 1 Contact Centers



It's not what you know; it's what you think you know! What if things you thought you knew about call centers and customer experience were not true or relevant? Can new knowledge drive how you build and deliver service in contact centers? Mary Murcott's unequivocal answer: Yes! Join her as she presents findings from leading consulting firms and current research, as she reveals new “anchor facts” that just might change the way you look at your business.

Strategy & Leadership

Case Study

Session 103:

The At-Home Model – Lessons Learned

Michele Rowan, CEO, Customer Contact Strategies LLC



Homesourcing is propelling the customer experience we can provide in our contact centers to new levels - are you ready? Virtual training, safe voice and data transmittals, optimized work force management, long distance performance management and staying connected - where to begin? Hear from companies who have piloted, scaled and sustained successful home agent strategies. Learn best practices, policies, and solutions for the at-home model, along with obstacles and barriers to success.

Technology Management

Intermediate

Session 104:

Building Structure for Multi-Channel Technology

Lori Bocklund, President, Strategic Contact, Inc.

Brian Hinton, Principal Consultant, Strategic Contact, Inc.



Part of an enterprise that interacts with customers in many ways – today's call center is now a multi-channel contact center. What is your role in this new world? Learn how to tackle multi-channel planning and delivery; better understand how channel expectations and plans impact the center; and explore core enabling technologies that enhance the customer experience. During this session we will also discuss the governance across channels and channel projects to ensure alignment of expenditures with corporate priorities.

Call Recording

First Call Resolution

Customer Satisfaction

Multi-channel

Re-focus

Your Contact

SUCC

Session Block 2

Wednesday, October 12 | 2:15pm – 3:30pm

People Management

Case Study

Session 201:

It's a Garden! Tried and True Tips for Growing an Engaged Team

Scott Thomas, Senior Partner, Tamer Partners Corporation
Amas Tenumah, VP, Operations, Teleflora



Call centers are gardens – and your employees are either roses, daisies, or weeds. Roses are star employees, daisies are average performers, and weeds need to be removed or improved; all require an

employee engagement plan. Hear how Teleflora transformed their customers into gardeners who encourage, advise and change the behavior of their employees. Amas Tenumah and Scott Thomas will show you how to assess your own garden and develop a growth plan that will enable your employees to bloom!

Operations Management

All Levels

Session 202:

Integrating Social Media into the Channel Mix

Bob Furniss, President, Touchpoint Associates, Inc.
Michael Pace, Director of Customer Support, Constant Contact



Where do social media alternatives fit in the channel mix? Twitter, Facebook, Blogs, Digg, LinkedIn, MySpace, Ning are everywhere – but are you doing any of them well? Gain a better understanding

of social media alternatives and explore the positive and negative impact social media can have on your business and the customer experience. Join Bob Furniss and Michael Pace as they show you how to identify trends, understand the future of social media channels, and find the right service mix for your environment.

Strategy & Leadership

Intermediate

Session 203:

Greed is Good! Making the Business Case for Stellar Service

John Goodman, Vice Chairman, TARP



Great service is cheaper to give than good service. Discover how you can quantify every impact of the contact center! Learn how to persuade the chief marketing officer to siphon part of her advertising budget, while gaining buy-in from the chief financial officer. John

Goodman provides you with a roadmap that reveals how to quantify loyalty, word of mouth and risk, while reducing warranty, chargeback and attrition. He provides case study examples from catalog, health care, technology, and business-to-business industries.

Technology Management

All Levels

Session 204:

Revealing Customer Perception through Cross-Channel Analytics

Bill Durr, Principal Global Solutions Consultant, Verint Witness Actionable Systems



Today's customer expects companies to treat separate channels holistically; the experience should be similar regardless of access methodology. Cross channel analytics, a set of emerging technologies – speech, text and social media analytic tools – can enable organizations

to understand the customers' feelings and perception about the company. Come to this session to gain an understanding of speech and text analytics, discover how social media monitoring can be automated, and hear real-world outcomes obtained using cross-channel analytics.

Wednesday, October 12 | 3:45pm – 5:00pm

People Management

Beginner

Session 301:

How to Measure the Quality of Customer Service Email

Leslie O'Flahavan, Founding Partner, E-WRITE



Many contact centers measure the quantity of emails answered by frontline employees, but too few have a consistent way to measure the quality of these interactions. In this session, you will learn how to make measuring quality an integral part of your approach. You'll learn ways to gauge writing strengths and the seriousness of your employees' spelling, grammar, or punctuation errors. And you will leave knowing how to improve employees' writing skills, and how to develop a supportive recognition program.

Operations Management

Intermediate

Session 302:

Experiential Metrics That Drive the Right Performance

Mary Murcott, CEO, NOVO 1 Contact Centers



It's time to go beyond measuring customer satisfaction, first call resolution, average handle time, service level and other business process metrics – and truly begin to see the experience from the customer's point of view. Customer experience measurements do not require new technology, but they do depend on a new way of thinking. In this innovative session, you'll hear how one center's Customer Obsession Program was integrated into existing measures and processes, and focused on the customer experience.

Strategy & Leadership

Case Study

Session 303:

Positioning Call Center Leaders for Success in a Sea of Change

Tim Montgomery, CEO, Cooney Solutions

Lorianne Feltz-Upperman, SVP, Customer Service, Erie Insurance



The contact center is a real-time environment of continuous change that requires daily adjustments to plans, people and processes. Unfortunately, many leaders focus only on today's chaos and finding a one-time resolution; but successful leaders view themselves as "change agents," providing a broad and successful perspective to continual adjustment and improvement. Hear how Lorianne Feltz-Upperman discovered powerful ways to navigate change and become a successful leader who is ready for anything!

Technology Management

Intermediate

Session 304:

Transforming Contact Center Technology Administration and Support

Lori Bocklund, President, Strategic Contact, Inc.

Brian Hinton, Principal Consultant, Strategic Contact, Inc.



Solid technology systems were solely the responsibility of telecom staff, but today technology is shared between business and IT/Telecom. With new interfaces for administration and management, enhanced testing and monitoring capabilities, and performance management, the same old rules don't apply, but doing things right is necessary for the stability and agility the business demands. Revealing best practices, Brian Hinton and Lori Bocklund show you how to define a proactive plan to ensure your center runs smoothly every day.

Session Block 4

Thursday, October 13 | 11:00am – 12:15pm

People Management

All Levels

Session 401:

Your New Adventure – How to Successfully Manage Home Agents

Ann Gray, Founder & Lead Consultant, Gray & Associates



So, you now have work-at-home agents. And you're realizing that "walking" into your their offices is not a practical option for managing. Forget meetings in the conference room, too. What do you do? In this session you will learn techniques that will enable you to engage and motivate your home workers. From positioning the job postings, developing long distance training, shaping monitoring and coaching programs, and on-going supervisor management, you'll learn the latest best practices and acquire loads of tips for helping your agents succeed!

Operations Management

Interactive Discussion

Session 402:

How Emerging Channels Impact Forecasting, Staffing, and Metrics

Bob Furniss, President, Touchpoint Associates

Todd Hixson, Operations Manager, Intuit

Michael Pace, Director of Customer Support, Constant Contact



Is your organization adding another channel to the mix – even though you are barely keeping up with current workloads? Take

heart! In this session, you'll learn how to control and measure the interrelation of metrics with social media, even when traditional workforce management principles don't seem to apply. This interactive discussion will help you break through the channel noise and discover new ways to look at metrics, workload, forecasting and staffing for emerging workloads. You will return to your center with valuable tools and tips, and prepared to regain control.

Strategy & Leadership

Intermediate

Session 403:

Top Rated Customer Experience Companies

Mary Murcott, CEO, NOVO 1 Contact Centers



Every customer interaction either helps or hurts your organization's brand. There is no in between. To drive loyalty, interaction with the call center is worth far more than advertising – putting a premium on handling each contact right. Join Mary Murcott, as she interviews a panel of executives from top rated customer experience companies, including some who improved their year-over-year scores by more than 10 points. Learn how these companies rose to the top, sustained a superior customer experience, and continue to up the ante.

Technology Management

Case Study

Session 404:

Set Up for Success - What Do You Need to Succeed in the Cloud

As many centers seek new or enhanced contact center capabilities, the lure of the "cloud" is intriguing. But what's the reality of moving to the cloud for your technology needs? In this case study presentation, you will discover how and why the decision to go with a cloud solution was made, how they implemented the technology, and the lessons they learned along the way. Hear from those who have gone before you as they share best practices, and walk away knowing what you need to succeed in the Cloud.

Session Block 5

Thursday, October 13 | 2:15pm – 3:30pm

People Management

All Levels

Session 501:

Leveraging Social Media Internally

Dina Vance, Senior Vice President, Ulysses Learning



Social media has changed the way your agents and customers interact. Why not harness the power of social media and put it to work within your center? Discover how social media can engage your employees, decrease turnover, increase loyalty, and provide the means to share knowledge effectively and instantaneously! Learn how others have avoided the pitfalls and hurdle the challenges this powerful new opportunity presents.

Operations Management

All Levels

Session 502:

Common Workforce Management Mistakes – and What to Do About Them!

*Wendy Fowler, Certified Consultant, Quality Service Solutions, LLC
Brent Haferkamp, Managing Member, AMP'D Consulting Group, LLC.*



Forecasting, scheduling, real-time management, metrics, schedule adherence, and implementations are based on proven science – so, why not learn from others' mistakes and avoid the traps and pitfalls altogether? Workforce management experts Brent Haferkamp and Wendy Fowler have observed countless processes at work – good and bad – and in this focused session, they reveal their secrets to you! You'll learn not only what not to do – but how to eliminate bad processes and assumptions in your own center.

Strategy & Leadership

All Levels

Session 503:

Increase Productivity and Profitability with Exceptional Leadership

Dianne Durkin, President, Loyalty Factor, LLC



Strong leaders have mastered the art of appreciation, engagement and empowerment – forces that attract and retain employees. Refocus your leadership potential by learning ways to energize the inner powers of your organization, despite the outer pressures. Discover how to develop a responsibility-based culture and harness the irresistible forces of exceptional leadership that increase productivity and corporate profitability. You will walk away from this session with techniques for building a culture where innovation and creativity thrive!

Technology Management

All Levels

Session 504:

Proactive Outbound Service – Engage Your Customers!

Mary Cook, Director, Contact Center Solutions, VArolii



Proactive outbound customer care allows you to anticipate customer needs, deliver relevant information, and execute transactions that improve service and positively impact your business. In this session, Mary Cook will show you how to identify conversations ripe for automation and illustrate the business drivers behind proactive engagement tactics. Hear how you can boost customer loyalty and satisfaction, reduce operating expenses, and identify acquisition opportunities – by strategically embedding proactive communication into customer care.

Call Recording

First Call Resolution

Customer Satisfaction

Multi-channel

Your Contact

SUCC

Session Block 6

Thursday, October 13 | 3:45pm – 5:00pm

People Management

Case Study

Session 601:

How BCBSNE Supercharges Cross-Department Communication

Brenda Wichman, Member Services Director – Customer Service, BCBSNE



Does your team suffer from lack of communication? Are you too often left out of the loop and disconnected from other departments? While you may not be able to single-handedly break down silos, there are proven, low cost ways to quickly eliminate communication barriers! Discover how the BCBSNE contact center team took matters into their own hands using simple solutions to improve communications inside and across other departments. You'll hear how getting back to the basics can supercharge communication across your own organization.

Operations Management

Intermediate

Session 602:

Predicting Customer Experience Metrics

*Dee Kohler, VP, Customer Service, Blue Cross Blue Shield Nebraska
Kaushal Mehta, CEO and Founder, Motif, Inc.*



Does your quality measurement accurately represent customer satisfaction? Are you anxious about how your customers will rate the service experience – and concerned that your voice-of-the-customer data isn't available real-time? Learn how to predict experiential metrics with certainty as Dee Kohler and Kaushal Mehta explore this timely challenge. Discover key performance indicators, best practices and a proven model that will help you confidently predict your customer experience metrics!

Strategy & Leadership

All Levels

Session 603:

Creating a Frontline Profit Machine: Capturing Every Sale in Your Multi-channel Environment

Chris Brown, Senior Vice President, Frontline



A phone call. An e-mail. A chat. Another e-mail. Another chat...and then...gone. Seldom do today's customers make buying decisions through a singular channel "at one sitting". As customer time pressure mounts, consumers are forced to make buying decisions "sequentially". This is being done during pockets of available time through a series of interactions, woven through varying channels. As such, the modern contact center agent must know not only how to sell, but how to "advance" customers who hopscotch from one communication channel to another. This cutting-edge session will outline how world class revenue producers minimize sales fallout by adapting their communication strategies depending on the type of interaction while maintaining a consistent focus on the unifying foundations that drive all customer purchasing behavior regardless of channel.

Technology Management

All Levels

Session 604:

Paving the Way for Effective Knowledge Management

Rick Joslin, Executive Director, Certification & Training, HDI



Looking for ways to improve efficiency and service effectiveness in your center? In this session with Rick Joslin, you'll learn how to identify and evaluate the technology that enables knowledge management. Discover the functional requirements you need to implement knowledge management best practices. You will walk away equipped with a technique to evaluate technology based on a decision matrix, a method you can use to compare and evaluate solutions that claim to enable the processes and practices you desire.

Exhibit Hall

Exhibit Hall Hours

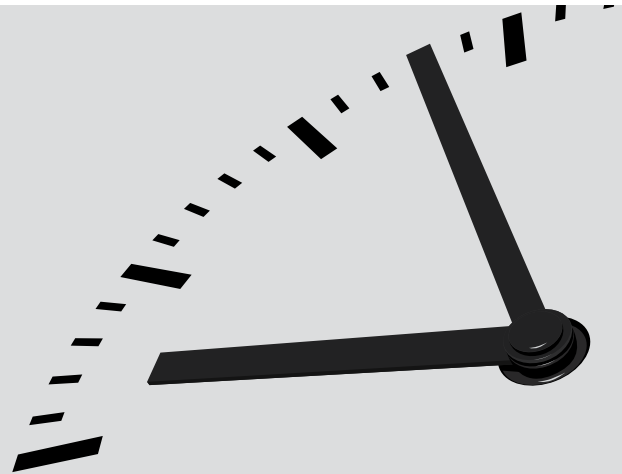
Wednesday, October 12

10:00am–2:30pm & 4:30pm–6:30pm

Thursday, October 13

10:00am–2:00pm

Join us in the Exhibit Hall, where a variety of exhibitors will be on hand to present the latest and greatest in the world of contact center solutions.



Networking Reception in the Exhibit Hall

Wednesday, 5:00pm–6:30pm

This reception provides the perfect opportunity for you to mingle with colleagues in a relaxed environment while browsing contact center solutions from top industry vendors.

Passport to Prizes

Wednesday and Thursday during exhibit hall hours

This is your opportunity to win valuable prizes! Simply visit the booths of participating vendors, have your passport stamped, and return the completed passport for your chance to win! Previous prizes offered include a \$100 AMEX gift certificate, an Apple ITouch, Bose Noise Cancelling Headphones, and many more!

Contact Center Cartoon Exhibit

Wednesday and Thursday during exhibit hall hours

“Draw” your attention to this exciting exhibit hall favorite! Featuring some of the best contact center-themed cartoons from the world’s leading cartoonists, this fun exhibit also offers you the chance to vote for your favorite print and enter a raffle to win the cartoon for your office!

Ask the Experts

Wednesday and Thursday during exhibit hall hours

ICMI presents ‘Ask the Experts,’ a complimentary 30-minute, one-on-one session with an esteemed industry expert to talk about anything you wish. Be sure to schedule your appointment for this unique and exciting opportunity!

Registration Information

Select the Package That's Right for You

Access To:	October 11-13	October 12-13	October 12-13
	Premium Package	Main Package	Exhibit Hall
Pre-Show Workshops, Site Tours or Executive Summit	✓		
Two-Day Main Conference Program	✓	✓	
Speaker Presentations	✓	✓	
Networking Events	✓	✓	
Breakfast, Lunches, & Receptions	✓	✓	
Keynote Presentations	✓	✓	✓
Exhibit Hall Entry	✓	✓	✓
Pricing through August 26	\$1,695 Ends 8/26 (Early Bird Rate)	\$1,295 Ends 8/26 (Early Bird Rate)	Free with advance registration
Pricing after August 26	\$1,895 After 8/26 (Regular Rate)	\$1,495 After 8/26 (Regular Rate)	Free with advance registration

Four Ways to Register

- **Register Online:** www.icmi.com/CCDemo
- **Phone:** 866.535.8988 or 415.947.6907
- **Email:** callcenterdallas@ubm.com
- **Fax:** 415.947.6011

Discounts and Special Offers

Early Bird Discount:

Register by August 26, and receive \$200 off any Conference Package.

Team Discount:

Discount is taken from regular pricing and is NOT combinable with Early Bird discounts, other promotions or offers.

3-5 attendees	20% discount
6-10 attendees	30% discount
10+ attendees	40% discount

Call Center Demo & Conference 2011 is a trade-only event. You must be 21 years of age and a qualified buyer of call center technology applications or products to visit the exhibit hall.

If you need to cancel, you may do so until September 16, 2011. A non refundable \$150 cancellation fee will be charged. No-shows and cancellations after September 16, 2011 will be charged the full conference rate. Cancellation policies apply to all conference packages. Attendees who register prior to or after the deadline date who do not cancel in writing by the deadline date are liable for the package cost and will be charged for the full registration fee. Sorry, no refunds are available after this date. Substitutions are allowed at any time with permission of the original registrant.

Conference Hotel



InterContinental Dallas

15201 Dallas Parkway, Addison, TX 75001 – 972.386.6000

- All conference activities will take place at the InterContinental Dallas
- A discounted conference rate is available to conference participants

\$169.00 Single/Double Occupancy

\$189.00 Triple/Quad Occupancy

The conference rate will be available until **September 19, 2011**.

To receive the discounted rate, mention Call Center Dallas 2011. See Call Center Demo & Conference website for online reservation link or call 800.327.0200 / 972.386.6000.

American Airlines is offering a 5% discounted fare to Call Center Demo and Conference attendees.

Contact American Airlines at 800.433.1790 and reference discount code A1151TT. Valid dates of travel – are October 6-16, 2011.