

# Call Center Times

Over 175,000 Hits Monthly! September 2003

## SpeechTEK ANNOUNCES PARTICIPANTS IN CONFERENCE KEYNOTES

More than two dozen executives from leading companies developing and applying speech technology solutions will participate in five keynote sessions at the 9th annual SpeechTEK Educational Conference and Exposition, September 29 - October 2 at the New York Marriott Marquis.

([www.speechtek.com](http://www.speechtek.com))  
<<http://www.speechtek.com>>

Conference organizers released the list of participants today, a virtual who's who of the speech technology industry. The five SpeechTEK keynote presentations, three Wednesday and two Thursday, are structured to facilitate debate and discussion among industry leaders and interaction with attendees.

<<http://www.speechtek.com/conference/keynotes.html>>

"Speech solutions have become an integral part of the business strategies for organizations all around the world," says John Kelly, publisher and editor-in-chief of Speech Technology

Magazine, principal sponsor of SpeechTEK 2003. "We've expanded to five executive keynotes this year to make sure all of the big issues are fully addressed and conference participants get all their questions answered."

SpeechTEK traditionally begins with the Speech Leaders Roundtable: The State of the Industry, an analysis by key executives of where the industry is and where it is going. (8:00 AM, Wednesday, October 1) These industry leaders share their views in a wide-ranging, no-holds-barred discussion about speech and its impact. This Executive Keynote Panel pulls together industry visionaries who are leading the efforts in speech and can address your questions about speech technology issues and developments.

Participating:  
Charles Berger, CEO, Nuance  
Gene Cox, program director  
Pervasive Computing  
Product Management, IBM  
Dr. Kai-Fu Lee, vice president  
Natural Interactive Services  
Division,

Microsoft  
Stuart Patterson, President,  
ScanSoft  
Eric Shepcaro, vice president  
Managed Applications Services,  
AT&T  
John Kelly, publisher and editor-in-chief,  
Speech Technology Magazine,  
moderator

As speech technology becomes mainstream, more and more companies are recognizing speech as an integral part of their IT solutions. Serious questions about short- and long-term strategies are having a major impact within organizations of all types and sizes on the various ways to use speech and on the speech industry as a whole. The Leaders Exchange: Capitalizing on Speech (10:30 AM, Wednesday, October 1) will put the spotlight on five senior executives representing leading IT organizations involved in speech debating how the industry is likely to react to a growing and volatile market.  
Participating: Paul Burke, senior member of the technical staff, Hewlett-Packard  
XD Huang, general

manager, .NET Speech Technologies Group, Microsoft  
Tim Moynihan, director of product marketing, Intel  
David Nahamoo, senior manager, IBM; and Curtis Tuckey, director of voice laboratory, Oracle  
Donna Fluss, DMG Consulting, industry analyst, moderator

Integrating Speech: Executive Debate (4:30 PM, Wednesday, October 1) will focus on how speech should be integrated into existing communications infrastructures including a discussion of best practices, how to lower deployment costs, the future of standards, hosted verses on-premises solutions and more. These leading executives will provide insightful and thought provoking commentary to make us all think of better and more useful ways to adopt speech into organizations.

continued page 3



# Call Center Times

tin# 75-2915747

P. O. Box 118451, Carrollton, TX 75011-8451  
Bus. 972-395-3225 Fax 972-395-9205

Dear Vice-President of Sales/Marketing,

## Here Is How We Can Help Increase Your Bottom Line!

Following is a synopsis of our programs:

### Call Center Book of Lists Directory:

- 1000 Call Centers Listed
- Each Call Center has at least One Decision Maker Listed
- Complete Contact Information
- 500+ E-mail Addresses
- The Directory is in CD-ROM (Excel Spreadsheet)
- FREE Quarterly Updates **Cost: \$425**

Call Center's Buyer's Guide: This section of our website is the most elaborate advertising program that we provide:

- Your company will be profiled on our website, [www.callcentertimes.com](http://www.callcentertimes.com), for 12 consecutive months (August '03 – July '04)
- You will be listed in the Rolling Banner for 12 consecutive months
- Your company will receive one FREE month of advertising in our monthly newsletter (\$275 Value) **Cost: \$517**

### Newsletter Sponsorship:

- Your company will be profiled in our next print/electronic newsletter
- This will enable you to promote new product/service offerings, case studies of satisfied customers and corporate announcements.
- Promotional text length can be negotiated **Cost: \$275**

Simply check the applicable column(s) and return by fax to (972) 395-9205. Please note that all transactions are final. There will be no refunds.

COMPANY NAME/ Contact/Address/Telephone/Fax/E-mail: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_ MasterCard    \_\_\_\_ Visa    \_\_\_\_ American Express

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

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Name As Appears On Credit Card (Print Please) & Signature

Regards,  
Nosa Eke, Publisher



## SpeechTEK cont'

Participating: Bill Andrews, director of contact management, AT&T  
Stuart Berkowitz, president and CEO, VoiceGenie  
Eric Giler, CEO, Brooktrout, Inc.  
Maureen Govern, senior vice president and CTO, Convergys  
Dan Hawkins, Datamonitor, moderator

AT&T, Bell Canada, Blackfoot, CIBC, Sears, Thrifty, and Time are participating in The Customer Forum: 2003's Most Innovative Solutions (8:00 AM, Thursday, October 2). The companies have all been recognized by Speech Technology Magazine in 2003 for creative speech-service applications and will candidly discuss their deployment

challenges. Learn how they evaluated speech as a solution, what their organizations think now that speech has been implemented and most importantly what their customers think of speech. More details concerning this Executive Keynote Session coming next week.

Another SpeechTEK tradition is the closing keynote session with leading industry analysts. Ask the Analysts (4:00 PM, Thursday, October 2) will review the major issues coming out of SpeechTEK 2003 and cover any issues attendees don't feel were given adequate attention during event. Following this Executive Session is the

closing discussion of the Speech Solutions CHALLENGE led by Mark Plakias of the Zelos Group. Plakias will profile the participants and discuss the Peoples Choice Award for the CHALLENGE.

Participating:  
Dan Hawkins, managing analyst, Datamonitor  
Paul Kowal, president, Kowal and Associates  
Judith Markowitz, president, J. Markowitz Consulting  
Bill Meisel, president, TMA Associates  
Mark Plakias, senior consultant, Zelos Group  
Moderator, Dr. Jim Larson, manager, advanced human input/output, Intel Corporation, chairman W3C

Voice Browsers Working Group and SpeechTEK conference co-chair

Several thousand corporate executives and managers are expected at SpeechTEK 2003. Dr. Larson, believes SpeechTEK offers attendees the broadest and most comprehensive conference agenda of any speech technology event. "SpeechTEK is the one conference where all-points-of view are represented," he says. "Our goal every year is to plan an event where someone can come and get an answer to any question they have about voice communications technology."

## SER ANNOUNCES NEW SOLUTIONS AT RECENT ICCM CONFERENCE

Using SER's Quality Assurance solution, contact centers now have a powerful, automated agent monitoring capability to evaluate and improve agent-customer interactions. This solution uses state-of-the-art speech recognition to listen to all recorded calls and flag only those calls that actually need to be reviewed by a supervisor. SER's Quality Assurance solution integrates with current contact center call recording

equipment and can be customized for specific needs – such as flagging calls where agents use inappropriate language or haven't adhered to the script.

Additionally, supervisors can focus on value-add activities that increase the quality of agent call handling. They no longer need to listen to a call from beginning to end or monitor only a small fraction of all the calls made in their contact center. When agents take customer orders over the phone, ensuring all data is

accurately captured is critical to a contact center's business. Through customized rules, SER's Quality Assurance solution compares each and every order entry variable entered by the agent and validates it against the recorded confirmation. Only those calls that can't be determined to be accurate are flagged for review – saving valuable time and money.



# Call Center Times

P. O. Box 118451, Carrollton, TX 75011-8451  
Bus. 972-395-3225 Fax 972-395-9205

Date \_\_\_\_\_  
Invoice # 21049  
TIN# 75-2915747

## 2004 e-Newsletter Package Sign Up Form

**'2004 Newsletter Package'** \$500.00

- Free listing in Resource Directory/Buyer's Guide  
September '03 – December '04
- Logo placement in sections of our newsletter  
January '04 – December '04
- Freepromotion of new product/service offerings as well as case studies of satisfied customers and corporate announcements in our media outlets (newsletter and website – [www.callcentertimes.com](http://www.callcentertimes.com))  
January '04 – December '04

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

MasterCard     Visa     American Express     Company Check

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

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Name As Appears on Credit Card (Please Print) & Signature

**Remit To:**  
Call Center Times  
P.O. Box 118451  
Carrollton, TX 75011-8451



## Contour Design Launches New Perfit Mouse Optical

A leader in the development of alternative computer input devices, Contour Design unveiled today a new version of its highly regarded Perfit™ Mouse. Reengineered to incorporate optical technology, improved reliability, and increased functionality, The Perfit Mouse Optical retains all of the ergonomic benefits which have made the original Perfit Mouse so popular.

“Our primary goal is to provide a high performance mouse that allows users to be comfortable and not become fatigued”, said Keith Dupont, Perfit Product Business Unit Manager. “The addition of a scroll wheel and more buttons is certainly not ground breaking for a mouse, but our implementation of these features on our award winning design is.”

**New Features and Benefits:**  
An 800dpi optical sensor provides increases cursor performance and accuracy along with reliability. The horizontal scroll wheel provides

intuitive scrolling capability without causing excessive strain on users fingers. The two position side rocker switch provides users with two more programmable buttons without requiring pinch force as required by other mice.

With over 100,000 satisfied users, the Perfit Mouse has been highly regarded by ergonomics professionals for several years and is the mouse of choice for users with several forms of RSI's of the hand and wrist. Features like multiple sizes for both right and left hand users make the Perfit Mouse superior to all other alternative pointing devices. The shape of the original Perfit Mouse was the result of 3 years of testing with users complaining of mouse hand and wrist pain from their existing device. ■

## Symon Communications Announces Acquisition of TargetVision, Inc.

This acquisition increases Symon's revenues and employee count by more than

50%, opens up a number of vertical markets for Symon's real-time productivity tracking and reporting software tools, and extends the company's message-delivery and alert capabilities to television and plasma screens, including enhanced graphics and full-motion video. ■

## ccInteractive Selects NICE Contact Center Recording Solution to Increase Customer Satisfaction and Boost Sales for its Clients

**NICE Systems (NASDAQ: NICE)**, a worldwide leader of multimedia recording solutions, applications and related professional services for business interaction management, today announced that ccInteractive, a leading (call center outsource provider, offering sales and customer service for major utility, financial services and consumer products companies around the world) has selected NICE Systems for a recording and performance management solution to help improve sales closure rates for clients.

ccInteractive is using NiceLog® (100% recording and random recording of customer calls and agent screen activity), NiceUniverse® (quality assurance application) and ScreenSense™ (screen-event triggered recording application) for several hundred agents across its two Houston-based centers.

Using ScreenSense, the outsourcer can easily program the recording system to automatically capture specific types of calls such as interactions in which the agent checked the “customer not interested” box on the screen, indicating the customer's disinterest in purchasing the additional product the agent recommended. The company can then go back and analyze just those calls to identify any areas where agent skills improvements might be needed to ensure better sales closure rates. It can also share this important information with its clients. No other vendor offers this type of selective recording capability.



“We chose NICE because it offers us the automated recording capabilities we need to ensure we are capturing and archiving all necessary sales calls per our clients’ request,” said C.J. Johnson, senior vice president for ccInteractive. “The NICE system also gives us the ability to randomly record select calls based on events occurring on the agents’ desktop, such as clicking on the ‘help’ function or opening a certain screen. This gives us invaluable insight into how our agents are handling specific types of interactions and why certain customers are calling in. This was previously difficult to identify, and these capabilities are critical to our business and our ability to service our clients more effectively than our competitors do.”

“Our advanced solutions allow outsourcers to provide true value-added services to their clients in the form of increased sales,” said Dr. Shlomo Shamir, president and CEO of NICE Systems, Inc. “Using our applications, ccInteractive can create a window into precisely what is happening during its

customers’ interactions so it can quickly work to make any necessary improvements to better serve its own customers.” ■

### **Lands’ End Selects Sprint to ‘Tailor’ Call Center and Data Services**

*Sprint provides call center and frame relay services to support millions of customers Lands’ End assists each year*

Sprint (NYSE: FON, PCS) announced a multi-year, multi-million dollar agreement with Lands’ End to provide call center infrastructure and frame relay services for their domestic stores and international call centers. Lands’ End is a wholly-owned subsidiary of Sears, Roebuck and Co. The companies are not disclosing details of the agreement.

Sprint is providing enhanced toll-free services to Lands’ End call centers, which are open 24 hours a day, 364 days a year and handle tens of thousands of calls for orders or customer service on a typical day. This includes dynamic network routing which allows Lands’ End

to flexibly manage the routing of incoming calls in a variety of ways, based on factors like call volume, time of day/week/year, and the caller’s phone number. This system helps Lands’ End expedite call handling and provide personalized customer service.

Additionally, Sprint will provide frame relay services to Lands’ End’s 16 Outlet and Inlet stores located in Wisconsin, Illinois, Minnesota and New York, as well as their international call centers located in the United Kingdom, Germany and Japan. Frame relay provides reliable, high-speed data transmissions to help Lands’ End even more efficiently manage their inventory and customer transactions.

“Lands’ End is one of our marquee customers and Sprint is pleased to provide them solutions that help them provide the quality customer service they are renowned for,” said Stephen Rowley, vice president, Sprint Business - Central. “Retailers also need solutions that will help them control costs and compete globally. The depth of Sprint’s

product portfolio and strong international presence puts Sprint in a unique position to serve these needs.” ■

### **NUASIS AND VOICEGENIE PARTNER TO DELIVER COMPLETE CONTACT CENTER SOLUTION**

Nuasis Corporation, a new software company in the emerging IP contact center market, and VoiceGenie Technologies, the world’s leading Next-Gen IVR and VoiceXML platform provider, today announced that they have entered into a partnership to develop a complete, integrated solution targeted to contact centers. The companies will combine the latest self-service voice capabilities of the VoiceGenie VoiceXML platform with the intelligent routing and queuing of phone calls, e-mails, and Web sessions of the Nuasis NuContact Center.

“This combined solution makes sense for both



companies,” said Kevin McPartlan, vice president of business development at Nuasis. “Our customers are looking to deliver a consistent experience across media channels, and this is especially important to link self-service applications that can be escalated to live agents. We can now recommend a best-in-breed IVR solution in the VoiceGenie product that complements the contact distribution functionality of the Nuasis NuContact Center.”

Nuasis sells and supports the Nuasis NuContact Center, a multi-media contact distribution system designed to route and queue voice, e-mail and Web contacts on a single platform for improved customer service and contact handling. By delivering voice communications, along with e-mail and Web contacts, over the corporate data network, the NuContact Center eliminates the high cost and administrative burden of maintaining both telephony and data networks for the call center application.

“We are excited to have a partner that is changing the model for contact center architecture,” said Eric Jackson, vice president of strategy and business development at VoiceGenie Technologies. “In the same way that VoiceGenie is enabling higher standards of customer care with Next-Gen IVR and VoiceXML platforms, Nuasis brings a new, single network model to the contact center. There is a business application synergy that will serve the needs of our customers and the open, single network architecture of the systems will support tight integration of our products in the future.”

VoiceGenie’s VoiceXML platform, first to market with VoiceXML 1.0 and 2.0 compliance, allows enterprises to develop and deploy sophisticated IVR applications, speech-enabled services, and voice portals. Engineered within a completely open standards-based architecture, it provides for the highest levels of scalability, flexibility, performance, and reliability

with simultaneous support for an unprecedented number of speech recognition and text-to-speech engines. ■

### **The Comb Group announces that Denise Matlow has joined the firm as Practice Director for Customer Experience Management.**

Previously, Ms. Matlow was an independent Project Partner working on major Customer Service projects in the United States and Asia. She’ll remain based in San Francisco. .  
“The Comb Group is building an approachable and affordable advisory service focused on all aspects of our clients’ Customer Service” according to Tammye Rushing, CEO. Ms. Matlow’s years of experience in the customer service industry will allow us to expand The Comb Group’s practice in the Pacific coast region significantly”.

The Comb Group, headquartered in Dallas, Texas shows firms how to integrate Customer Service enhancements throughout their organizations. Founded

in 2001, The Comb Group has already completed over 25 client projects. With a network of over 40 advisors around the country, The Comb Group is able to build teams of experts to meet specific client requirements.

For more information:  
Pauline Miller The Comb Group 972-874-7545  
Denise Matlow The Comb Group 415-772-0903

### **Pipkins Introduces Real-Time Intra-Day Optimization Suite — The First Complete Toolkit for Expediting Current-Day Staffing Changes in Call Centers**

Pipkins Inc. today announced the availability of its Real-Time Intra-Day Optimization Suite, an industry-first set of components designed to expedite and optimize current-day schedule adjustments in call centers. This enhancement to Pipkins’ Vantage Point workforce management software enables supervisors to respond to



unexpected agent absences and other last-minute problems quickly, efficiently, and without interruption to normal activities while maintaining the best possible service levels.

The suite consists of a variety of tools for automating agent absence reporting, streamlining intra-day forecasting and personnel reassignment, and disseminating new intra-day schedules. These include:

**The industry's only intra-day schedule reoptimization utility**, which electronically modifies agents' breaks, lunches and work assignments to reflect unexpected absences, meetings and/or call volumes.

**Touch-tone and Web-based exception reporting by call center agents** that is instantly and automatically integrated into the daily schedule through Vantage Point's optional IVR Scheduling Support and WAVE modules.

**Pop-up, email and/or online agent notification**, including a unique add-on system that sends last-minute schedule changes or overtime requests

to agents' computer screens via pop-up messages; and **Separate intra-day analysis and forecasting functions** that enable supervisors to quickly review the current-day staffing situation, update the forecast, and recalculate the day's staffing needs.

"Typically, last-minute staffing problems require call center supervisors to manually create, print and distribute new intra-day schedules, talk to agents individually to solicit overtime hours, and so on. This is inefficient, less accurate than electronic rescheduling, and causes unnecessary delays that can leave the center temporarily understaffed and also negatively affect the service level for the day," said Joel Gilbert, Pipkins CIO.

*Pipkins Introduces Real-Time Intra-Day Optimization Suite / Page Two*

"Our Real-Time Intra-Day Optimization Suite ensures that scheduling changes reflect the best use of human resources, and it allows these changes to be implemented quickly," Gilbert said. "No other workforce management

system on the market has this complete spectrum of capabilities."

"On any given day in a call center, staffing problems come up that you can't plan for. People call in sick, snowstorms make it impossible for agents to get to work, supervisors hold impromptu meetings, and so on," said Jennifer Gaia, former workforce manager of customer service for Scholastic Inc. "Intra-day rescheduling is necessary on a regular basis, and the kinds of tools that Pipkins has developed can make the difference in continuing to service customers efficiently."

