Call Center Times

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Optimizing the Contact Center for Cross-Channel Retailing

By *Stan Dolberg* and *Wendy Lahaye*

People are the key asset in most corporations. In contact centers, those assets are the frontline agents. Contact center agents occupy a critical role where service meets product to drive customer experience, branding, revenue, and profitability.

Smart companies actively work at the agent level to make every customer touch a 'smart touch' that builds loyalty and increases customer relationship value. They train and support best-practice customer interaction standards and measure *everything*. Despite these best-efforts, pursuing the goal of uniformly competent contact center agents is akin to chasing the Holy Grail. In fact, there is general agreement in the retail industry that fewer than 10% of agents – *superstars* – occupy the tip of a steep pyramid of performance. These are the agents who know their products and customers – and the archaic software systems required to do their jobs — so well that they are not just better than their peers, they are *dramatically* better. Superstars operate at a plane of efficiency, product knowledge, and sales skills that delights customers and yields tangibly better results.

The Superstar Agent Gap

This gap between the superstars and everyone else – *the superstar gap* – consists of several elements:

Experience understanding and 'bucketing' customers
Up-to-date product and campaign knowledge
Sales and service techniques
Systems knowledge and skills

These four elements require considerable mastery to perform at a high level. For many years, contact centers have sought ways to bridge the superstar gap by refining how agents are selected, trained, supported, and measured. Still, the gap has defied best efforts, in large part because contact centers typically experience near-100% annual turnover, placing new personnel on the frontlines in peak seasons with only basic training on products and systems. Do the math: When a customer calls a toll-free number, hoping to make an economic decision by getting pertinent, relevant information, advice, and guidance, they stand a less than 10% chance of reaching an agent with those capabilities. Add the complexity of the cross-channel consumer, who shops the Web, the store, and the catalog in unpredictable ways, and the chance of delighting the customer plummets to low single digits.

'If only our superstars could be cloned,' muses many a contact center executive. Given high and growing consumer expectations, closing the superstar gap needs a game-changing technology approach — not add-ins and bolt-ons to today's green-screen mainframe environment. In fact, early attempts to use technology, like expert systems, knowledge bases, or Web-based guided search *have* helped improve the overall quality of problem resolution, and even helped answer narrow questions around product substitution. But these point capabilities do *not* enable average agents to engage dynamically with consumers to boost average order size, increase profitability, and drive up customer satisfaction.

Changing the Game to Close the Superstar Gap

What can be done to change the game, close the superstar gap, and address the growing cross-channel consumer expectations? In short, the answer is to leverage new and emerging technologies to transform the contact center application into a cross-channel command center, instead of today's

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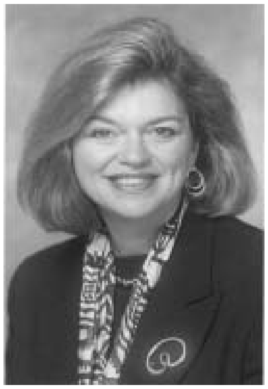
single-channel electronic order pad. The new technologies include:
Flex for rich Internet application interfaces that can display a full dynamic array of cross-channel customer, product, promotion, and shopping cart views to the agent with remarkable efficiency
Personalization and recommendation engines that allow an average agent to tailor and tune the interaction with the customer to near-personal shopper levels
eService technologies that allow the agent to interact with the customer and guide the customer to purchases on the Web as well as answer customer inquiries through email and chat
Digitization technologies that allow the product assets of massive print catalogs to be quickly and efficiently searched and displayed to contact center agents on-demand

With these four basic technologies, retailers can take a new approach to supporting agents with systems that are architected to: 1) Assemble a holistic cross-channel view of customer segments, 2) Build a similarly holistic view of products, promotions, inventories, and campaigns, and 3) Dynamically bridge those two major elements to enable an average agent to conversationally engage with customers and guide them to larger, more profitable shopping bags and higher lifetime customer value.

By rethinking the contact center around a cross-channel architecture and a holistic picture with advanced personalization at the core, the stage is set for a major payoff. The payoff is that with this new generation of attribute-based personalization and recommendation engines, contact center managers can essentially have their best agents train the system so that every agent will think and act like a superstar. This means that the actual step-by-step, click-by-click actions of the superstars can be harnessed to shape the recommended scripts, products, and promotions that the average agents will see from the system. And, the same smart recommendations flow across channels to the self-service shopper on the Web.

Improving Customer Experience By Driving Critical Data to the Back End

With this innovative technology in place, retailers can leverage data generated in the contact center to close the loop with merchants and marketers, feeding back the data on successful,



RANTS & RAVES!

Randomly Timed Musings

Brand Energy Power … A Continuing Dialogue

By Kathleen M. Peterson
Chief Vision Officer, PowerHouse Consulting, Inc.

In my last "Rant" I talked about a Customer Experience Optimization Program, one that is focused on maximizing the customer experience. What this really means is fortifying the brand *internally*, with operational excellence, leadership, and individual performance across all functional areas. I call this generating *Brand Energy Power*. Brand Energy Power™ is like an internal furnace that fuels the customer experience. It is the result of deliberate actions by leaders within a company to apply vision, strategy, business drivers, and budget to operational execution throughout the enterprise. This builds powerful, positive brand energy that drives innovation, efficiency, and passion.

Now I'd like to focus on the ability to apply vision to operations and how important it is to achieve something I call *Vision Clarity*. Vision Clarity is what NASA needed when President Kennedy promised to land men on the moon and return them safely to earth during the 1960's.The President had the vision; he did not have the nuts and bolts required to execute. It was NASA that had the job of "operationalizing" the vision. It needed to deal with what kinds of rocket, thrust, metals etc., could handle the speed, heat, and the wild unknowns of space. Much of the innovation, enthusiasm, and passion that NASA invested in the successful project was based on the vision set forth by the President - and the fact that the project was properly funded. And it all constantly circled back to the leadership of all initiatives and to the original vision.

Do you have a powerful enough vision to drive a consistent set of behaviors? What is your company vision? An example may be, "Provide a great experience for our customers and our people." It becomes everyone's job in each operational or functional area to develop Vision Clarity, that is, *operational alignment* to the vision. This is the ability to first define your business unit's specific role in achieving this vision, and then to define exactly what actions, communications, behaviors, policies, and processes must be in place to make a maximum contribution to the vision. Only then can Brand Energy be built into the enterprise.

Your initiatives might include defining competency requirements for individual contributors to assure the recruitment and hiring of the right people. (This is the ultimate defense against turnover.) The *right people* will adopt the vision and contribute. The wrong people (though they may possess the right competencies) have the wrong attitude and damage the energy in your environment with pessimism instead of passion. Training effectiveness and Quality programs must be deliberately aligned to the vision (i.e., Vision Clarity) to drive the specific behaviors that best support positive contribution to the customer experience. Training and Quality must reinforce *specifically* - building Brand Energy into the operation. Certainly, Vision Clarity requires effective process analysis, particularly cross-functional processes that require collaboration to align initiatives, procedures, etc., and protect the brand and the customer experience. Vision Clarity, once achieved, helps to break down the organizational silos that lack of alignment shores up.

All in all, how are you doing fueling the customer experience furnace? Are your people fired up about your brand, products, services, and about delivering the best possible customer experience? If so, congratulations. If not, now is the time to work on integrating Vision Clarity into your unit and deliberately generating Brand Energy to drive a set of behaviors that support the contribution your unit makes to the enterprise vision.

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www.powerhouse1.com
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click-thru conversions on products and promotions. Using this valuable data, the merchants and marketers can exploit success across all the channels, continuously optimizing and building on actual results from previous optimization decisions. Merchants can stop worrying about losing control to the "black box" of automated personalization because they receive rich feedback that can immediately be put into action.

For example, catalog merchants typically build print books by placing product up-sells and cross-sells "two pages forward/two pages back." Currently, these layout decisions are based on the merchants' deep understanding of the products – but are they making the right decisions? With this new technology under the covers, the system can capture and feed back to the merchants the product recommendations made by superstar agents. Merchants can then analyze and test different product layouts within the print catalog.

On the Web, merchants can exploit superstar agent recommendations to analyze and test new combinations of ensembles, retail sets, or bundles on product detail pages or search results. Marketers can tune and boost the automated recommendations based on the attributes of products and promotions that the successful superstar agents recommend. They can also gain insight into consumers' price sensitivity ranges across product categories, and determine what attributes of promotions drive conversion, for example: Do 'Purchase with Purchase' promotions drive loyalty and customer satisfaction in addition to driving margins up compared with offering 'Gift with Purchase' promotions; or, What order-level dollar thresholds are most recommended?

Human Cloning Not Necessary to Close the Superstar Gap

So, while human cloning will not address the superstar gap, new information technologies will go a long way to close it. Through these new technologies, the superstars will, in a virtual way, train new and seasonal employees, sit alongside junior agents to help them make decisions, and even help Internet shoppers by suggesting products as they serve themselves on the Web. Valuable data will flow to merchants and marketers, resulting in even better recommendations and continuous improvement. As a result, retailers will lift average agent performance, slash training time, build customer loyalty, drive revenue and profitability up – and leave competitors in the dust.

Stan Dolberg is the Chief Platform Strategist and Wendy Lahaye is the Chief R&D and Innovation Officer for n2N Commerce, providers of the cross-channel commerce platform for large retailers.
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Advantages of IP Call Recording vs. Traditional Recording
By Patrick Botz

As companies look to leverage their investment in IP telephony, recording of voice and screen interactions is also becoming a standard procedure. Organizations are opting to record all or a high percentage of their calls for liability management, quality assurance, regulatory requirements, and security issues. IP call recording differs from traditional call recording in that it captures voice and data packets from a span (or mirroring) port versus tapping audio from telephone line extensions or from the PSTN trunks entering the building from the central office. IP recording is also software based and is often less costly than traditional recording since it doesn't have to tap phone lines and often requires fewer servers.

Centralized Recording and Administration

IP call recording solutions have several advantages over traditional recording systems. Some of the many benefits of IP telephony include the ability to reduce overhead costs, facilitate flexible scheduling needs, and select from a larger pool of skilled agents – without the restrictions of geographic boundaries – by deploying home agents. IP recording and centralized call quality management and coaching ensure the same level of quality control and brand protection as with the utilization of traditional agents in brick-and-mortar facilities.
Due to its centralized recording and system administration capabilities, IP call recording is ideal for organizations with multiple remote or satellite locations, branch offices, and/or employees working from home. Unlike traditional call recording, IP call recording enables centralized recording in distributed organizations. You can easily administer the entire system from anywhere on the network. Centralized IP call recording saves costs

by eliminating the need for installation, management, and administration of the system at remote and branch locations, enabling the efficient monitoring of remote and home-based employees.

An advanced VoIP recording solution will provide access to the system via a Web-based portal, which enables authorized personnel to access and monitor calls across multiple locations from anywhere in the world. With many traditional, first generation recording systems, the listener has to be at the actual location of the equipment in order to search the hardware.

Simplified Change Management

When changes or moves are necessary, you can simply adjust the software – IP call recording does not require the modification of wiring or PBX programming to record different telephones – as is often the case in a TDM environment. The flexibility of an IP recording system is greatly enhanced due to the fact that you don't have to install wiring to each telephone in order to capture audio. Making changes in a TDM environment is typically more expensive, complex, and time-consuming. IP call recording solutions primarily require software licenses and point-and-click configuration.

Attractive Savings

In order to function and compete within the global economy, organizations around the world are incrementally reengineering their entire voice infrastructures to adopt VoIP. As organizations move through the normal cycle of replacing their PBX systems, they are viewing VoIP as a logical choice for achieving increased productivity from converged messaging. VoIP can also play a significant role in the reduction of deployment and management costs due to the utilization of a single wiring infrastructure.

Traditionally, interactions recording solutions have been implemented within specific industries, such as financial services and public safety. For these industries, recording is recognized as crucial for compliance with state regulations and for risk management. Today, a growing number of contact centers have recognized the benefits of recording calls to safeguard against long, costly litigation. Many organizations now record at least one or all departments for a combination of quality assurance, liability, and regulatory purposes. The elegant new VoIP recording solutions have made interactions recording a viable proposition for organizations that may previously have been reluctant to record due to the potential expense and complexity of implementation.

Understanding Your IP Call Recording Options

Once you've decided to make the investment in IP call recording, it is important to carefully examine your options. Although IP telephony is now very straightforward to implement, IP call recording can be a little more challenging – a "one-size-fit-all" approach simply isn't appropriate for this purpose. There are various ways to record IP interactions. The right solution for your specific needs can only be determined by carefully examining the structure of your operational and IT environment, your call volume, the number of channels deployed, and of course, your reasons for recording.

###

LAUNCHPAD COMMUNICATIONS CHOOSES ENVOX WORLDWIDE'S CTI SOLUTIONS

Intelligent use of call center and CRM data enables more accurate analysis and improved agent productivity

By Christoph Mosing

Founded in 1995, LaunchPad Communications, LLC is a specialist in marketing products and services through direct-to-consumer campaigns. They have two divisions – Consumer Resource Network, LLC, a real estate foreclosure listing service, and PS Family Healthcare, LLC, a discount healthcare program. The company executes highly targeted and compelling advertisements across multiple mediums to drive consumer response. Each campaign features a unique phone number that can be used by a respondent to take advantage of the offer. The majority of the Company's sales are processed over the phone with approximately 2 million inbound calls being handled annually in their contact center, which is staffed by over 125 highly-trained sales agents.

LaunchPad's IT organization has recently deployed a new Siebel CRM system and is using it to unify the numerous disparate systems and business processes they have in place. The goal with their Seibel deployment is to drive operational efficiencies and improve scalability in response to their rapid growth. They see an opportunity to use key call data to create new contact center and CRM solutions that will enable them to better analyze advertising success and make their sales agents more effective on each call.

LaunchPad worked with the Envox Professional Services Group to automate the transfer of call data into their CRM system, create a more efficient call routing process and add an agent screen pop solution. First, Envox CT Connect, Envox Worldwide's standards-based CTI software, was installed to extract data that was trapped in LaunchPad's previously inaccessible PBX. Now, as each call is received, Envox CT Connect captures and organizes all of the associated data. This includes ANI and DNIS, which identify the particular ad to which the caller is responding. With access to this information, LaunchPad now knows why the person is calling and which agent should receive the call. Then, the screen pop application sends a product-specific sales script to the agent's desktop along with the call. It also opens a new record in the CRM system for faster data entry and automatically populates it with all of the available call and agent statistics.

By CTI-enabling their CRM solution, LaunchPad is able to collect and analyze more data and gain better insight into the success of each individual advertising program. As a result, they are better able to target their ads and adjust their messaging on the fly to be more effective with each marketing dollar spent.

"The impact of the Envox-based CTI solution on the pace of business here at LaunchPad is astounding," commented Chris Holbert, COO and CIO of LaunchPad Communications. "We know the results of a specific campaign immediately. When needed, we can make adjustments and then see the subsequent sales results, depending on the advertising channel, in just hours. This new agility has contributed to an increase in revenue across all divisions, and we expect that this increased visibility will continue to improve our operations going forward."

Understanding why people are calling is proving to be a tremendous benefit to LaunchPad. They are using this intelligence to better utilize agents and make them more productive. Previously, calls were sent to specialized agent groups depending on the number that had been dialed by the caller. This yielded inefficiencies, as many agents were left waiting for calls while others were swamped. The Envox-based CTI solution eliminated this problem by delivering a product specific sales script to the agent's desktop along with the call. LaunchPad was then able to cross-train their agents to handle a wider variety of inquiries and introduce standardized call handling techniques to ensure more productive outcomes across all contacts. Now, LaunchPad can distribute calls across a larger agent pool, more efficiently utilize their entire staff and handle more calls with their existing staff. Additionally, automated script popping enables agents to quickly engage the callers in a more meaningful conversation from the start.

"Working with Envox Worldwide, we have been able to gain more value from our previously disparate contact center and CRM systems," continued Chris Holbert. "Our Envox-based CTI solution significantly reduced the integration complexity inherent in this type of project and enabled us to achieve our goals on-time and on-budget."

Christoph Mosing is Vice President of Professional Service for Envox Worldwide

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Managing Challenging Situations

By Kimberly King

Escalations. They are a fact of life in a contact center, but do they have to be? Occasionally, situations become escalated due to negative emotions. Most of the negative emotions occur as a result of unmet expectations. When customers' expectations are unmet, they may look for additional information, ask more involved questions or inquire about additional compensation for inconveniences. These situations can be complicated by high emotions or a complex series of events that lead up to your interactions with customers.

It is critical for Representatives to take control of these situations and seek to maintain the relationship with your customers while managing the needs of your business. Here are the skills that are important for your Representatives to demonstrate in accomplishing the necessary goals during challenging situations:
Maintain a constant volume and even pace. Doing so will help customers to feel that Representatives are listening and that they want to provide solutions to customer needs.
Allow Customers to complete their sentences and express their needs.
Acknowledge Customer needs and empathize with compassionate word choice
such as, *"I understand that it can be frustrating to have to contact us again regarding this issue. Let me assure you that I will take care of you and provide a solution."*
Ask valuable probing questions to identify details of the situation and understand feelings.
Offer alternative solutions and advise customers of what CAN be done for them.
Demonstrate a sincere willingness to help by executing the tasks committed to
and update customers on the progress.

As performance mentors, you and your fellow Leaders can help Representatives create WOW Customer experiences rather than escalated situations. When responding to "Supervisor calls" ensure that you:
Determine the root cause of escalated situations.
Did the Representative talk too
quickly, creating Customer confusion and misunderstanding? Did the Representative demonstrate a tone that made the Customer feel disrespected? Talk with the Representative about the word choice that was used with the Customer. Was the word choice positive and assertive, or was it negative and aggressive?
Explore with the Representative how the situation was resolved.
Focus on the
key behaviors that you utilized to both calm the customer down and ensure that a solution was provided to the customer's needs. Behaviors such as tone, pace, using courtesy words, utilizing passionate word choice, asking probing questions and offering options and alternatives are key to WOWing a Customer.
Track and trend escalated calls by Representative and team. It is common to find that the majority of "Supervisor calls" are coming from the same Representatives. Partner with your colleagues to ensure that these Representatives are being coached on the behaviors that are creating the escalated situations.

Ensure that your entire organization supports a culture that values every customer relationship. Escalated situations create increased operating costs, dissatisfied customers and loss of future business. Holding your Representatives and your Leadership team accountable to the behaviors that create WOW Customer experiences, rather than escalated customer experiences, will enable your organization to achieve success.

As president of InterWeave, a performance management consulting firm, Kimberly King models being a WOW mentor and provides you with the tools you need to drive change. Portions of the concepts and recommendations in this article appear in InterWeave's ***2008 Create Ultimate Customer Experiences Monthly Calendar****. Order this valuable tool, designed for frontline Representatives as well as senior Leadership for only $9.95 per calendar. Visit www.interweavecorp.com or call 877-969-3283 to learn more and begin your* ***Journey to WOW!***

###

UPCOMING EVENTS

October 29 – November 2nd- CRMXchange and SWPP - Virtual Workforce Management Symposium- In real-time over three days, contact center workforce planning professionals will learn from industry experts at virtual workshops, chat with peers in an online networking group, meet top vendors in the cyber exhibit hall and have access to a reference room with the latest information on the hottest industry topics. All at one low price and without ever leaving their offices. http://www.ecrmevents.com

October 2nd – Cisco — Mainstream Speech? Stakeholder Views from 360 Degrees
This 360-degree review presents the results of an ambitious set of surveys with end users of speech applications, business decision makers, technical decision makers, and call center managers. The results may surprise you. https://crmxchange.webex.com/crmxchange/onstage/g.php?t=a&d=719469383

October 4th. – IQ Services - Validating and Maintaining the Optimum Customer Experience for your Voice Business Solutions
This Webcast covers voice functional testing and how it can be accomplished to insure your business solutions work as designed and continue to work as they are tuned and your infrastructure is changed. http://www.crmxchange.com/webcast/iqservicesoct07.asp

October 16th – OnviSource - Next Generation Workforce Optimization—why it is

needed now
It's time for a paradigm shift in the way solutions are offered to this industry. The solution for today's call centers is the "next-generation" WFO product, is far from the traditional approaches. This webcast discusses the next-generation solutions on three major offerings.
https://crmxchange.webex.com/crmxchange/onstage/g.php?t=a&d=717552352

October 18th – Verint- Calibration 101: Best Practices in QM Calibration for Contact Centers of All Sizes
Calibration of scoring is a critical component of any successful quality monitoring program, but calibration sessions are all-too-often inefficient and difficult to measure, not to mention challenging to find the time for in the first place. In this webcast, we'll discuss the what's and how's of calibration between call evaluators.
https://crmxchange.webex.com/crmxchange/onstage/g.php?t=a&d=718150445

October 23rd – NICE – The High Performance Contact Center
This webcast examines the issues surrounding organizational performance in today's complex business environment. Looking at performance at three levels – employee, operational and enterprise – we learn how they interrelate and the keys to successfully managing performance at each level and overall.
https://crmxchange.webex.com/crmxchange/onstage/g.php?t=a&d=713304876

October 30th – Bay Bridge Decision Technologies - Improving Strategic and Tactical Call Center Planning- Learn from Fidelity Investments
Geoff Meester of Fidelity Investments will outline his experience of radically improving strategic and tactical call center planning at Fidelity's brokerage contact centers.
https://crmxchange.webex.com/crmxchange/onstage/g.php?t=a&d=712118844
Listen to this webcast and learn how a well constructed Unified Communications strategy gives you the ability to access experts throughout the organization, regardless of their location, and gives the knowledge of their availability to interact with customers throughout the day for high-value sales and service interactions. We will discuss what Unified Communications mean to the contact center?
https://crmxchange.webex.com/crmxchange/onstage/g.php?t=a&d=716027752Bottom of Form

NEWS BRIEFS…

eGain Announces Free Best Practice Assessment for Enterprise Contact Centers to Recognize Customer Service Week

Mountain View, Calif. - eGain Communications Corporation (OTC BB: EGAN.OB), provider of the industry's top-rated* customer service and contact center software for in-house or on-demand SaaS deployment, has announced a free Best Practice Assessment Study (eGain BPAS™) available to enterprise contact centers to support the Customer Service Week. noring the people on the front lines of the service revolution, Customer Service Week is an international event that was started by the International Customer Service Association in 1988.

Offered to qualified enterprise contact centers, eGain BPAS is a no-cost, no-obligation offer that provides an assessment of the following:

The objectives of the customer service organization/contact center and how they map to the strategic goals of the business

Use of customer service best practices leveraged by leading companies known for distinctive customer service

The gaps in technology, process and people that the organization needs to address in order to achieve its objectives

The eGain BPAS engagement involves the following steps:

A contact center/customer service best practices expert from eGain will spend one or two days on site to conduct the assessment. This will entail interviews with stakeholders such as contact center managers and executives, technologists and contact center agents.

Within four weeks of the on-site visit, eGain will provide a BPAS report that will not only include an assessment and gap analysis but also a step-by-step road map for customer service innovation and excellence.

"eGain's world-class clients have taken customer and agent experience to new levels," said Ashu Roy, CEO of eGain. "Many of them used eGain BPAS as a no-risk way to get started. We are pleased to offer this program to recognize the Customer Service Week."

In order to qualify, companies need to request a BPAS on or before October 31, 2007, at the below URL:

http://www.egain.com/bpas

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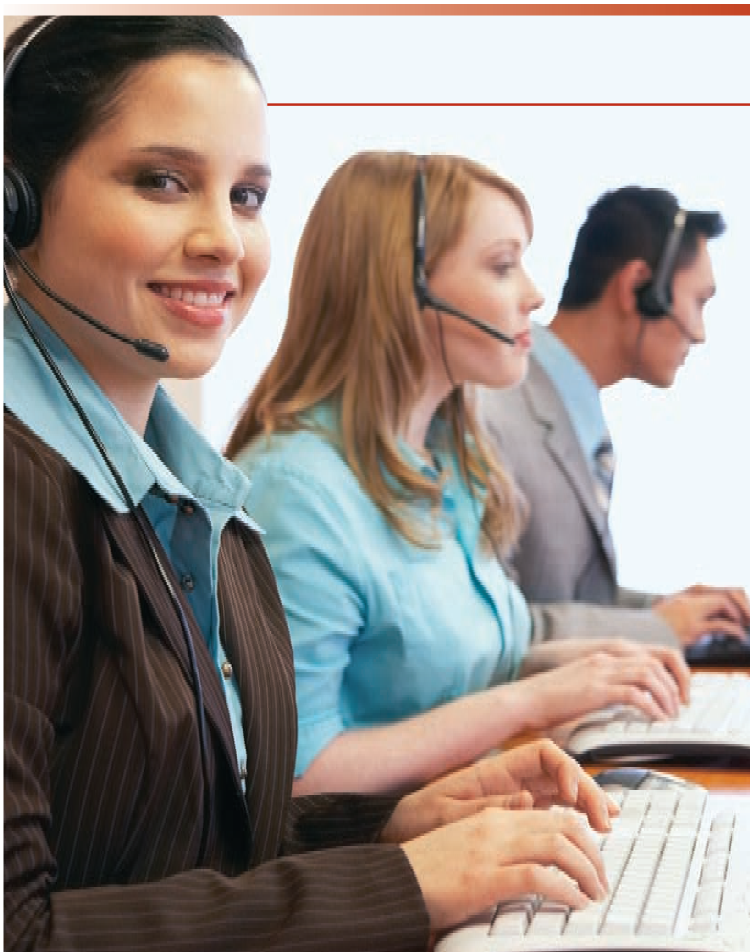

Orlando Insights from PreVisor's LINK 2007 Annual Client Conference

Atlanta, GA (PRWeb) – PreVisor, a global leader in on-demand employment assessments and selection solutions, just wrapped up their annual LINK 2007 Client Conference, which took place September 19–21 in Orlando, Florida at Disney's Yacht & Beach Club Resorts.

In a packed schedule, LINK proved to be just what it promised: a networking forum for ideas, innovation and collaboration where attendees heard detailed examples of solutions and tactics for aligning talent decisions to business outcomes, directly from their peers.

The conference opened with a welcome and company update by Noel Sitzmann, CEO of PreVisor, who gave an overview of the changes and growth in the company since the last user conference in 2006. Corporate highlights included:

Consolidation of all the PreVisor companies (including former Brainbench, ePredix, PDRI, and Qwiz) onto a unified administration and delivery platform - Select2Perform - was completed.

Close to 1600 new clients signed up with PreVisor in the past year, including Best Buy, Nokia, and the U.S. Transportation Security Administration (TSA).

Assessment use among clients increased over 33% overall, year-over-year, reinforcing talent management trends being reported in major publications.

Global expansion continued with the opening of a U.K. office in June, near London, and the August acquisition of Sydney, Australia based Talent Technologies.

The kickoff keynote speaker, Jeff Noel from the Disney Institute, shared the magical way the world's largest single-site employer cultivates and maintains a unique culture – which he reinforced repeatedly, was "Culture by design, not default".

Multiple breakout sessions provided valuable sharing opportunities for PreVisor clients, including one focusing on goal-oriented selection solutions presenting case examples from EMBARQ and Bank of America; and another focusing on legal compliance in selection processes as shared by Boeing and top experts in employment law.

Two more double sessions occurred after lunch, covering call center hiring with T-Mobile and Blue Cross Blue Shield of NC; best practices for implementing assessment programs with Valvoline, Starwood Hotels and The Body Shop; measuring ROI of people initiatives featuring Advance Auto and T-Mobile; and mastering the art of interviewing from Wells Fargo and Charter Communications.

The second day of the conference proved just as educational, beginning with the second keynote speaker, Gavin Appleby of *Littler Mendelson, Global,* who provided practical tips on how to minimize exposure in today's complex world of employment-related legal issues.

PreVisor's Caroline Paxman, SVP of Professional Services and Chief Product Officer, continued the general session by outlining the company's strategic vision and roadmap for product development. In the past year, the product team, which includes several senior industrial/organizational psychologists, has worked on developing a career interest inventory, added almost 250 new tests to the Select2Perform platform, launched InterView – an online interview guide builder, and created new simulation content for Contact Center and Front Line Manager positions to be launched in Q1 2008.

Ms. Paxman emphasized that PreVisor works closely with clients as partners in development, research and validation studies. She extended an invitation to other clients to join in upcoming research opportunities.

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Pipkins Introduces Real-Time Agent Adherence Plus, Breakthrough Visual System for At-a-Glance Agent Monitoring

ST. LOUIS, MO — Pipkins Inc., has announced the release of Vantage Point Real-Time Agent Adherence Plus, a new graphic edition of its agent adherence module that eliminates the need for contact center supervisors to sit at their desks studying text-based adherence reports. The new control panel consists of a visual grid placing agents in permanently assigned squares that change color in real time to indicate agent status, enabling at-a-glance monitoring from anywhere on the floor. Supervisors can also modify schedules with a single click from the same screen.

The Plus edition is an optional upgrade to the adherence module of Pipkins' Vantage Point workforce management software and is the first solution of its kind in the industry. It will be followed by a variety of other enhancements that will dramatically improve the ability of call center operations to quickly detect and correct adherence violations.

"Until now, every agent adherence system has relied on text-based reporting that ties team leaders or supervisors to their terminals as well as requiring lengthy navigation to change agent schedules," said Jim Hogan, Manager of Customer Care for Pipkins. "With our new Plus product, agent status is as easy to see as a traffic signal so you can check it as you pass by your desk, from a console mounted on the wall, or even from a PDA as you walk around the center. Schedule updates are equally fast. That means managers can spend less time babysitting their screens and more time proactively assisting agents."

Key features of Pipkins' Real-Time Agent Adherence Plus product include:

A visual control panel featuring 16 or more squares per screen, with each square containing a head-and-torso icon, agent name and number, and key data including schedule, start and end time, actual activity, agent state and time in state. Agents are always in the same location on the grid for instant visual identification.

Dynamic color changes for the entire square or agent icon, showing whether the agent is in adherence, not in adherence, not in adherence but within tolerance, scheduled to arrive within two hours, arriving or leaving within 30 minutes, or off. The size of the squares and icons makes the colors easy to see, even at a distance.

One-click schedule updates from the adherence control panel, eliminating the need to navigate to separate screens to log schedule changes such as late arrivals, sick days or early releases. Users simply click "Schedule" in the non-adhering agent's square to access a menu of update options. Users can also view agent schedules and send popup and email messages with a click from the same menu.

One-click report access enabling supervisors to retrieve staffing effect summaries, adherence summaries for individual agents or the entire staff, scheduled and actual activity summary graphs, and other reports from the adherence screen. Reports can be configured to dock or pop up.

Filtering to any level, allowing the control panel to be set up to provide team leader, supervisor, call center manager or global views. This eliminates the time-consuming process of scrolling through a list of all contact center employees to find the individual whose schedule needs to be retrieved or reset.

PIPKINS CONTACT:

Bob Webb

(800) 469-6106

bwebb@pipkins.com

###

SER Acquires Strategic Communications Systems

Dulles, Virginia – SER Solutions, Inc., a leading provider of contact management and speech analytics solutions, announced that it has acquired Strategic Communications Systems (SCS), an innovator in technology for inbound, outbound and fully-blended customer contact centers. The acquisition of SCS will enable the company to further extend its product offering, delivering a more complete customer interaction management solution.

SCS, based outside of Chicago, has been providing contact management solutions since the early 1990s. Through its advanced technology, SCS offers a fully integrated software suite that enhances telephone systems and provides ACD, IVR, predictive dialing, email, recording, VoIP, and other advanced features to support the multimedia contact center. The solution analyzes and learns from call volume history, then adjusts communications systems immediately, allowing companies to manage calls, callers and information flow faster and more effectively. As a result, contact centers ensure a positive and consistent customer experience while operating more profitably.

"This is an important step forward in the company's strategic vision to further evolve SER," said Joe Licata, President & CEO, SER Solutions, Inc. "Our decision to purchase SCS demonstrates SER's commitment to push ahead in its mission to deliver differentiated contact center software. We're looking forward to combining the two companies to help customers gain the benefits of a complete customer interaction management solution and to expand the company's market reach, expertise and value in the contact center industry. Furthermore, we're pleased to complement SCS's impressive group of customers with the SER base."

###

HIGHERGROUND

ANNOUNCES SOFTWARE UPGRADE FUSION SERIES 7.7 AT ACCE

SAN DIEGO, CA – HigherGround, Inc., a premier software developer of call recording, data collection, and reporting tools, released version 7.7 of its Fusion Series 7™ software at the opening of the Annual Call Center Exhibition (ACCE) today in San Diego, CA.

HigherGround's Fusion Series 7 solutions transform telecom data. Modules from three innovative product suites are combined to provide tailored solutions that monitor and verify phone transactions, improve agents' performance, and optimize telecommunications resources. HigherGround's proprietary engine, Fusion Core™, collects structured and unstructured data from multiple sources and integrates the information into a single user interface.

An innovative feature to version 7.7 is a stand-alone version of the HigherGround's Mentor QA Suite - quality assurance tools that enable call center managers to evaluate and score calls based on compliance criteria and to identify employee coaching needs. Mentor QA can be used in conjunction with HigherGround's Praetorian Voice Recorder or as a stand-alone application with any other call recording software.

Terry Ryan, HigherGround's President and CEO, said, "We are pleased to offer a stand-alone version of our Agent Evaluator software to call centers using a competing voice recording system. I believe this audience will immediately recognize the value and ease-of-use of the HigherGround solution."

Additional features of the 7.7 software release include an updated user interface, increased security and encryption capabilities to prevent unauthorized access to recordings, and increased channel capacities of the VoIP recording products.

According to DMG Consulting's 2007 WFO mid-year report, HigherGround has posted record growth as well as significant increases in new distributors and channel partners in their Fusion Partner Program.

###

eTelecare Global Solutions to Acquire AOL's Customer Care and Technical Support Subsidiary

Scottsdale, Ariz. – eTelecare Global Solutions, Inc. (NASDAQ: ETEL), a leading provider of complex business process outsourcing (BPO) solutions, has entered into an agreement with AOL, a division of Time Warner Inc. to acquire all of the outstanding stock of AOL Member Services-Philippines, Inc., a wholly owned Philippines subsidiary of AOL that operates a primarily non-voice customer care and technical support delivery center near Manila. The purchase price of the subsidiary will be approximately $7.2 million. Based on expected revenues and expenses, eTelecare expects the acquisition to be accretive to earnings beginning in 2007. The acquisition, which is expected to close at the end of September 2007, will enable eTelecare to further develop its non-voice service offerings, including e-mail and chat, by adding approximately 1,000 employees in the Philippines.

Simultaneously with the closing of the acquisition, eTelecare and AOL will enter into a new service agreement under which eTelecare will utilize its newly acquired delivery center for AOL customer support.

"The acquisition of the AOL customer care and technical support subsidiary will expand our capabilities to serve the growing email, chat and other non-voice needs of our clients and the market," said John Harris, president and chief executive officer of eTelecare. "In addition, we are pleased to have this opportunity to work with AOL."

##

CALL CENTER JOB OPENINGS...

JOB TITLE: Contact Center Sales Representative
CONTACT COMPANY: CUNA Mutual
CONTACT URL: http://cunamutual.contacthr.com/9160496
PAY TYPE: Annual
PAID RELOCATION: No
CITY: MADISON
STATE/PROVINCE: WI
POSTAL CODE: 53562
COUNTRY: United States
REQUIRED EDUCATION: No Minimum
REQUIRED EXPERIENCE: 0
TRAVEL: 0

JOB DESCRIPTION:

Tired of working Sundays and Holidays?

Tired of poor benefits, or no recognition for your sales?

If the answer is yes, maybe you are ready for a change.

We offer competitive pay (minimum $11.60/hr), plus a defined commission plan, and benefits that start your first day of employment.

Inside Sales Representative

Our highly recognized inside sales team, successfully sells and services individual life, health, and accident policies to credit union members across the country as part of our MemberConnect marketing program. You can expect to interact with customers and potential customers both inbound and outbound calls with NO COLD CALLING REQUIRED!

This is an excellent position to develop and grow your career. The development and income potential is unlimited! Successful candidates will have: a positive "can do" attitude, persistence, and excellent communication skills. We pay for your training, licensing and professional development.

If you have the desire to work in a fast paced and dynamic sales environment – CUNA Mutual Group is the place for you. In return for your skills and contributions, we offer a competitive compensation package that includes a base salary plus incentive – and excellent benefits that start on your first day including: medical, dental, vision, 401K, pension, tuition reimbursement, paid time off and much more. If that wasn't enough, we also have an onsite cafeteria, fitness center, and business casual work environment. Hours for this position are 4 weekdays 1pm - 9pm, and Saturday's 8am - 4pm.

JOB REQUIREMENTS:

To apply for this position, please copy and paste the following link into your browser address bar:
http://cunamutual.contacthr.com/9160496
or submit your resume and salary requirements through our homepage at
https://careers.cunamutual.com/viewjob.html?erjob=12703

JOB TITLE: Workforce Management Forecaster Analyst - CSCE Owings Mills, MD

CONTACT COMPANY: Toyota Financial Services

CONTACT URL: http://toyotafinancialservices.contacthr.com/9201877

PAY TYPE: Annual

CITY: BALTIMORE

STATE/PROVINCE: MD

POSTAL CODE: 21075

COUNTRY: United States

REQUIRED EDUCATION: Four-Year Degree

REQUIRED EXPERIENCE: 0

TRAVEL: 0

JOB DESCRIPTION:

At Toyota Financial Services, a future of growth and limitless possibilities awaits us. It is up to each of us to deliver extraordinary customer care that is simple, proactive, and personal. We take pride in knowing we are part of an extraordinary company of talented, high-performing associates who are leading change.

As a Workforce Management Forecast Analyst you will create impact by:

-Creating long term, interim and short term forecasts from a system and process perspective for multiple networked contact centers.
-Defining short and long-term projections across multiple sites for contact types based on customer requirements, historical and future trends.
-Creating forecasts for use in developing schedules utilizing mechanized workforce management software. (Blue Pumpkin preferred).
-Maintaining and analyzing records of actual volumes compared to forecast and recommend changes to enhance productivity and customer satisfaction.
-Maintaining staffing and headcount records, and developing hiring plans for long and short range planning efforts.
-Providing analysis of FTE and position capacity of all contact centers for staffing and long range strategic facility planning.
-Maintaining detailed records of call/skill set statistics and call arrival patterns to maximize forecasting accuracy capability, ensuring cost effective labor utilization
-Utilizing a sophisticated workforce management software system
-Accurately tracking actual Customer Service Center output at the process and activity level as needed for productivity analysis and resource forecasting
-Utilizing practical problem solving methods to accurately define problems, generate alternatives and implement counter measures that permanently resolve scheduling and forecasting problems by addressing their root cause
-Consulting with department management to update associate and Team Leader records and plan schedule requirements
-Studying department work, vacation and absence records (shrinkage) for on-going historical trend analysis and forecasting purposes
-Responding to management requests to produce "what if" scenarios
-Analyzing data and making recommendations as to the most appropriate scenario to use in any given situation
-Advising Team Leaders and management of observed workflow issues and/or trends
-Working on special workforce management-related projects

Qualifications

JOB REQUIREMENTS:

TFS is looking for individuals with strong business sense and practical expertise. Successful candidates must have:

-B.A./B.S. degree in Business or related work experience preferred
-Minimum two years experience in a call center environment
-Minimum two years experience in forecasting in a call center environment required
-Captive finance and/or insurance experience helpful
-Working knowledge of Microsoft Office applications (Word, Excel, etc.) required
-Call center management software experience strongly preferred
-Strong analytical skills required
-Excellent verbal communication and interpersonal skills
-Good written communication skills
-Self-starter and independent. Team oriented and results driven
-Strong organizational skills and attention to details

Our associates, our enthusiasm, and our dedication are the foundation of our success. The difference between the ordinary and the extraordinary is you! We are Toyota Financial Services.

To apply for this position, please copy and paste the following link into your browser address bar: http://toyotafinancialservices.contacthr.com/9201877 or submit your resume and salary requirements through our homepage at https://toyota.taleo.net/servlets/CareerSection?art_ip_action=FlowDispatcher&flowTypeNo=13&pageSeq=2&reqNo=81240&art_servlet_language=en&csNo=2

JOB TITLE: Technical Support Specialist
CONTACT COMPANY: UTC Fire & Security
CONTACT URL: http://utcfiresecurity.contacthr.com/9184606
PAY TYPE: Per Hour
PAID RELOCATION: Yes
CITY: NORCROSS
STATE/PROVINCE: GA

POSTAL CODE: 30071
COUNTRY: United States
REQUIRED EDUCATION: No Minimum
REQUIRED EXPERIENCE: 0
TRAVEL: 0

JOB DESCRIPTION:
UTC Fire & Security, a global leader in fire safety and security, makes a real difference in people's lives around the world by helping to keep people and property safe. Whether you're a seasoned professional or just starting your career, we may have the opportunity you've been seeking to work in a dynamic, energetic environment!
A Level I Technical Support Specialist is responsible for providing technical support for the operation of all ONITY products. The analyst must be available for shift rotation and some weekends.

Main Job Functions

Answer questions from customers concerning the operation of ONITY systems.
Provide basic telephone troubleshooting of problems with ONITY products.
Monitor and support Level I technical services provided by field representatives.
Maintain records of all correspondence to and from the customer.
Relay requests for assistance that are outside the scope of Level I support to the appropriate Level II analyst, and follow up on the incident to insure that the problem is solved.
Stay informed of all changes to the ONITY systems.
Other related duties

Secondary Job Functions

Perform equipment repairs as needed.
Create new locking plans and maintain existing locking plans.
Provide on-site field services as needed.
Participate in the weekend and holiday technical support rotation.

JOB REQUIREMENTS:
Minimum Associates Degree preferred.

Qualifications

2 years customer service experience in a Technical Support or Help Desk environment.
PC experience and familiarity with MS-DOS, Networking, Windows 95/98/2000/XP.
Good verbal and written communication skills.
Good technical / mechanical aptitude
Good analytical skills
Good organizational skills
Bilingual skills a plus (`3 Spanish or French

Onity, a division of UTC Fire and Security is a worldwide leader in the manufacturing and distribution of electronic locks, safes and energy saving solutions to the commercial and hospitality segments.

United Technologies Corporation is An Equal Opportunity/Affirmative Action Employer.

To apply for this position, please copy and paste the following link into your browser address bar:
http://utcfiresecurity.contacthr.com/9184606
or submit your resume and salary requirements through our homepage at
http://utcfs.hodesiq.com/

JOB TITLE: Technical Support Specialist
CONTACT COMPANY: UTC Fire & Security
CONTACT URL: http://utcfiresecurity.contacthr.com/9185724
PAY TYPE: Per Hour
PAID RELOCATION: Yes
CITY: NORCROSS
STATE/PROVINCE: GA
POSTAL CODE: 30071
COUNTRY: United States
REQUIRED EDUCATION: No Minimum
REQUIRED EXPERIENCE: 0
TRAVEL: 0

JOB DESCRIPTION:
UTC Fire & Security, a global leader in fire safety and security, makes a real difference in people's lives around the world by helping to keep people and property safe. Whether you're a seasoned professional or just starting your career, we may have the opportunity you've been seeking to work in a dynamic, energetic environment!
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JOB REQUIREMENTS:
Minimum Associates Degree

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Qualifications

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To apply for this position, please copy and paste the following link into your browser address bar: http://utcfiresecurity.contacthr.com/9185724
or submit your resume and salary requirements through our homepage at http://utcfs.hodesiq.com/

Company Summary:

TNB Card Services, a division of Town North Bank, is the 3rd largest card processor for credit unions in the U.S. Providing full-service credit, debit and ATM card processing through an alliance with First Data Corporation, at TNB Card Services we are committed to finding customized solutions to meet the challenges our clients face. Originally formed in 1976, TNB Card Services provides services to hundreds of issuers and over 3 million credit union members nationwide.

Position: Customer Service Representative – Inbound Credit Card Call Center
Job Type: Full-time
Job Category: Call Center Customer Service
Location: Dallas, Texas

Job Description:
In this position you will handle incoming calls from credit card customers nationwide. Types of inquiries include, payments, statement review, problem-solving and other general information requests. Bilingual skills preferred. (English and Spanish)

Minimum requirements:
• One year of customer service experience, preferably in a call center environment
• Effective written and verbal communication skills
• Ability to deal with difficult customer situations while providing excellent customer service
• Ability to work in a fast-paced environment
• Professional telephone etiquette
• Ability to make routine decisions independently, based on company policies/procedures and working within approved limits
• Proficient computer skills (typing, MS Office Suite, etc.)

Shift: Various; Workweek will include a Saturday or Sunday.

Salary: $13 to $15 per hour commensurate with experience

To Apply:
Interested candidates should e-mail their resume to hr@tnbonline.com or fax to 972-391-6280.

Due to the volume of interest, the Company does not respond to the submission of every resume. In addition, submission of your resume to this website does not constitute the completion of an Employment Application. Candidates who the Company determines to be the best qualified for the position will be contacted to begin the interview process.

Town North Bank is an Equal Opportunity and Affirmative Action Employer.

Company Information:

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TNB offers a great benefit package and a supportive work environment. If you'd like to learn more about TNB, we'd be delighted to share our viewpoint on service and success with you. Visit our website at www.tnbcard.com.

Position: Call Center Supervisor – Credit Card Call Center

In this position you will be one of three supervisors responsible for the leadership of a team (approximately 10-15 representatives) in a credit card call center environment.

The primary focus is to develop, coach and train customer service representations to optimum performance delivering quality service to our customers. Responsibilities include: focus on call ownership, resolving customer problem/issues gaining credibility and enhancing the customer's perception and loyalty; integrating resources to achieve team goals and business objectives; continuously looking for improvements to ensure productive, efficient, and professional service; conducting employee performance reviews; and providing ongoing coaching and counseling to improve employee performance and potential.

Education/Experience Requirements:

• Associates degree with at least 1-year supervisory experience in a call center environment.
• Without associate's degree, must have at least two to five years related experience in a call center leadership position.
• Excellent communication skills – verbal and written
• Strong organizational skills with the ability to prioritize work based on rapidly changing requirements
• Ability to coordinate with other team members for seamless customer service
• Ability to make quick and accurate decisions
• Proficient PC skills – at least intermediate level with Word and Excel
• Ability to work flexible schedules – Call center is 24/7
• Demonstrated ability to work successfully in a fast paced environment demanding self-reliance combined with team spirit, people skills, and a well-honed sense of urgency and priorities.

To Apply:

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TNB offers a great benefit package and a supportive work environment. If you'd like to learn more about TNB, we'd be delighted to share our viewpoint on service and success with you. Visit our website at www.tnbcard.com.

Position: Call Center Manager

The ideal Call Center Manager will have experience evaluating and improving call center operations; supervising and coordinating activities of a high volume call center; creating call-handling strategies; tracking call center performance data and quota levels; coaching, training and motivating staff to meet and exceed client expectations; and supporting and communicating business goals, quality standards, processes and procedures, and policies

Education/Experience/Skills Requirements:

• College degree or equivalent work-related experience
• Minimum of 5 years call center management experience
• Demonstrated knowledge of customer service metrics, demonstrated leadership, staff development and analytic skills
• Proven skills in identifying performance gaps and initiating training programs
• Excellent verbal and written communication skills with a high level of professionalism
• Proficiency in Microsoft Office (Outlook, Word, Excel, PowerPoint, etc.)
• Demonstrated ability to work successfully in a fast paced environment demanding self-reliance combined with team spirit, people skills, and a well-honed sense of urgency and priorities.

Preferred Skills:
• Experience in card services industry, familiarity with the FDR system, bilingual skills (English – Spanish)

To Apply:

E-mail your resume to hr@tnbonline.com or fax to 972-391-6280. Resumes may also be mailed to: P. O. Box

814810 Dallas, TX 75381-4810

Due to the volume of interest, the Bank does not respond to the submission of every resume. In addition, submission of your resume to this website does not constitute the completion of an Employment Application. Candidates who the Bank determines to be the best qualified for the position will be contacted to begin the interview process.

Town North Bank is an Equal Opportunity and Affirmative Action Employer.

CONTACT COMPANY: Polo Ralph Lauren
CONTACT NAME: Tara Hyde
PAY TYPE: Annual
PAID RELOCATION: No
CITY: HIGH POINT
STATE/PROVINCE: NC
POSTAL CODE: 27260
COUNTRY: United States
REQUIRED EDUCATION: Four-Year Degree
REQUIRED EXPERIENCE: 2
TRAVEL: 0
PAID RELOCATION: No
CITY: HIGH POINT
STATE/PROVINCE: NC
POSTAL CODE: 27260
COUNTRY: United States

JOB DESCRIPTION:
Polo Ralph Lauren Corporation is a leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances. For more than 35 years, Polo's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets.

Purpose and Scope - This position is responsible for analyzing intra-day call volume data and supporting functional management, within the Customer Contact Center, to ensure resource optimization. This includes developing accurate and effective schedules to ensure that service level targets are achieved, and real time decision-making authority to adjust activity and maximize performance productivity. Additionally, this position requires analyzing and reporting on call statistics, service levels, and customer satisfaction as well as developing performance standards and preparing performance reports to upper management and call center directors. This position will work with the Contact Center management team to ensure performance expectations are being met as well as managing and invoking the disaster recovery program

RESPONSIBILITIES:
Develop employee schedules for up to 150 agents based on forecasted volume & workload needs to ensure accurate staffing levels
Develop and prepare Performance Management reports for distribution to senior management
Ensure disaster recovery programs are in place and staff is able to invoke when necessary
Monitor ACD queue monitoring tools.
Manage daily staffing needs and allocate the workload appropriately
Forecast growth, seasonal variations, and special events affecting contact volume.
Identify contact volume trends on a monthly and quarterly basis

JOB REQUIREMENTS:
Bachelor's Degree or equivalent business experience
Minimum 2 years in service center operations as well as experience with workforce management tools, such as Blue Pumpkin and ACD technology i.e. Siemens
Experience in financial and productivity report analysis in contact centers or related fields
Technical proficiency that includes contact center technology processes and procedures
Understanding of interdependency between the systems as well as knowledge of physical connectivity of components
Strong organizational & time management skills. Must be able to multi-task, prioritize effectively,
Strong communications skills both verbal and written. Must be able to communicate effectively and professionally with all levels of the organization.
Knowledge of contact center tools including the following systems: order entry &processing, email management, quality monitoring, CMS, workforce management, etc.
Ability to thrive in a fast-paced, high-demand environment
Creative ("outside the box") thinker
Ability to work effectively within a team environment

Polo Ralph Lauren is an equal opportunity employer. We offer dynamic career opportunities with growth potential and a generous company discount.

To apply for this position, please copy and paste the following link into your browser address bar:
http://poloralphlauren.contacthr.com/8979927
or submit your resume and salary requirements through our homepage at
http://about.polo.com/careers/default.asp?jobid=975151

JOB TITLE: Telemarketing Agents/Admin Assts
CONTACT COMPANY: Rooms To Go
CONTACT NAME: Brenda Semple
CONTACT URL: http://roomstogo.contacthr.com/8775984
PAY TYPE: Per Hour
PAID RELOCATION: No
CITY: TAMPA
STATE/PROVINCE: FL
POSTAL CODE: 33601
COUNTRY: United States
REQUIRED EDUCATION: High School Degree
REQUIRED EXPERIENCE: 0
TRAVEL: 0
JOB DESCRIPTION:
ROOMS TO GO, AMERICA'S #1 FURNITURE COMPANY! Quality Furniture, Incredible Service.

Rooms To Go is proud to offer quality products and services to customers who demand fashionable, quality furnishings. Come work for a company you know and trust in the Seffner area!

Full-Time & Part Time PM Shifts Available - TELEMARKETERS:

Full-Time - (TWO) ADMINISTRATIVE ASSISTANT POSITIONS

P/T Shifts are as follows: Tues. thru Thurs, 5pm-9pm - Fri., 1pm-5pm - Sat., 9:30am-6pm

F/T Shifts are as follows: Tues. thru Thurs, 12:30pm-9pm, Fri. 8:30am-5pm, Sat., 9:30am-6pm

Days Off- Sunday and Monday - No Cold Calling * One Week Paid Training * Full & Part-Time Shifts * High-Tech Call Center * Medical/Dental/Vision *Paid Vacations/Holidays * 401K Plan and More.....

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!

_______ ***'2007 Call Center Book of Lists Directory'***:

- *1,275 Call Centers Listed*
- *Each Call Center has at least One Decision Maker Listed*
- *Complete Contact Information*
- *715+ E-mail Addresses*
- *The Directory is in CD-ROM (Excel Spreadsheet)*
- *FREE Quarterly Updates* Cost: $425

______ **Resource Directory/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, for 12 consecutive months You will be listed in the Rolling Banner for 12 consecutive months Cost: $517

______ ***Monthly Newsletter Advertisement:*** Cost: $275

______ **Corporate Logo Promotion (Website & Monthly Newsletter)**: Cost $500

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: _

_ _

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_ _

○ MasterCard ○ Visa ○ American Express

______________________________________ ______________
Credit Card Number Expiration Date

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

Regards,
Nosa Eke, Publisher