

# Call Center Times

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**The How and Why of Call Center Employee Incentives** by *Bob Cowen, Snowfly*

**Americans Are Fed Up With Customer Service And Griping About It** by *Diane Berenbaum, Senior Vice President, Communico Ltd.*

**What to Look for in a Live Chat Software Solution** by *Jim Iyob, Vice President Global Development, Etech Global Services*

**IVR for Call Centers** by *Charlie Smith, Plum Voice*

**Trends in Contact Center Floorplans** by *Jennifer Way, Interior Concepts*

**Life Lessons Mom Taught Us About Customer Service**, by *Teresa Sinel*

**Achieving Work-Life Balance: Flexible Work Options Benefit Both Employees and Employers**, by *Teresa Sinel*

**With a World of Choices, Why Commit?** By *Erika Blanchard*

**Employment Opportunity: RalphLauren.com Hiring Team Manager Customer Contact Center**

**Employment Opportunity: Samsung Electronics America, Inc. Hiring SEA\_Manager, Call Center Training**

**Employment Opportunity: Samsung Electronics America, Inc. Hiring SEA\_Quality Assurance Manager**

**To Boost Lead Generation ROI, Look To Data** by *Jenny Vance*

**Reach Decision Makers at Call Centers – Today!**

**Leading Providers of Call Center Products and Services – A Call Center Times' Guide**

**Leading Providers of Call Center Products and Services – A Call Center Times' Guide**

The logo for SHL Previsor, featuring the letters 'shl' in a stylized blue font with a red dot above the 'i', followed by the word 'PREVISOR' in a larger, blue, sans-serif font.

# HERE ARE THE LOGOS OF THE LEADING PROVIDERS OF CALL CENTER PRODUCTS AND SERVICES...CLICK ON LOGO TO LEARN MORE ABOUT EACH COMPANY!



# Instant Address Verification



## Save data entry time, improve customer service

Easily integrate the **Data Quality Suite** into your call center operations to prevent incorrect, incomplete or fraudulent mailing addresses, email addresses, and phone numbers from entering your database in the first place.

### The Data Quality Suite will:

- Validate and correct addresses in real-time
- Ensure accurate delivery and billing information
- Reduce undeliverable goods and shipping costs
- Save time in data entry
- Improve customer relations

Data Quality  
Suite

Multiplatform

Available as  
Web service  
or APIs

### BEFORE

john smith iii phd  
melissa data corp.  
22382 Empresa 92688  
7145895200  
john@800miAL.com

### AFTER

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**John Smith III PhD**  
22382 **Avenida** Empresa **Ste 100**  
**Rancho Santa Margarita, CA 92688-2112**  
949-589-5200  
John@**melissadata.com**  
**Delivery Indicator: Business**  
\*Highlights indicate added and/or corrected data.

NCOA<sup>Link</sup>  
Web Service  
available

Get a FREE TRIAL at:  
[MelissaData.com/dqs](http://MelissaData.com/dqs) or call 1-800-MELISSA

**MELISSA DATA**<sup>®</sup>  
Your Partner in Data Quality



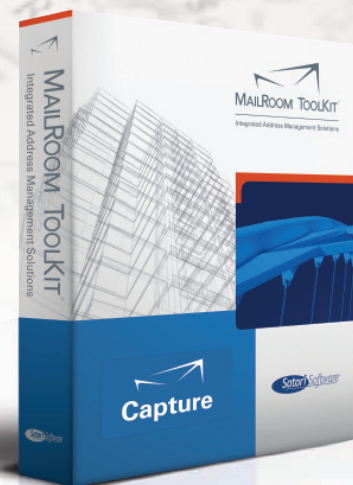
# Quick Addressing Improved.

## Brilliant!

**Empower your contact center staff.** With Capture they can quickly and accurately enter full addresses into all types of forms with the fewest possible keystrokes. Provide better customer service and improve the overall quality of your contact database — no more misspelled or invalid addresses.

### Introducing **MailRoom ToolKit Capture.**

- ▶ Innovative search finds the right address quickly
- ▶ Automatically switches between multiple address forms
- ▶ Easy-to-use interface improves efficiency
- ▶ Out-of-the-box installation and intuitive field mapping reduce IT burden



**Call 800-553-6477  
today for a free trial**

Ask about our competitive pricing.

Get ready to put the 'quick' into Quick Addressing.



Simply Powerful Data Quality Solutions  
[www.satorisoftware.com](http://www.satorisoftware.com)



[www.etechnic.com](http://www.etechnic.com)

**INCREASE ONLINE ORDERS,  
LOWER OPERATIONAL COSTS &  
IMPROVE CSAT WITH ETECH'S  
WEB CHAT SERVICES.**

## **DELIVERING INTELLIGENT SALES & SERVICE SOLUTIONS**



**CHAT SALES**



**CHAT SERVICE**



**CHAT QUALITY  
ASSURANCE**



**CHAT BUSINESS  
INTELLIGENCE**



## **ETECH'S LIVE CHAT BENEFITS**

- Improve Customer Satisfaction
- Reduce Average Handling Time
- Increase Revenue
- Reduce Cost
- Increase Market Share
- Shorten the Sales Cycle
- Reduce Call Volume
- Rapidly Resolve Inquiries
- Increase Customer Loyalty
- Increase Agent Productivity

**Contact Us Today To Learn More!**

Call Us: **936.371.2640**

Email Us: **info@etechnic.com**

Visit Us: **www.etechnic.com**

# Call Center Cubicles

*We absolutely recommend Interior Concepts. Interior Concepts impressed us in every way. We found their customer service, quality and pricing to be the best, and our employees are so happy with their new cubicles!*  
- Hinda Khoury, Works & Lentz Inc.

- MAS Certified Green • Competitively Priced • Made in the USA • Lifetime Warranty • Designed to Maximize Space

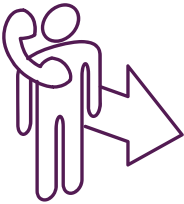


 **Interior Concepts™**  
solutions that fit.

Complimentary Space Plan: [www.interiorconcepts.com/complimentary-space-plan/](http://www.interiorconcepts.com/complimentary-space-plan/)

## plum improves call center efficiency

by lowering costs, increasing automation rates, and enhancing customer satisfaction through a suite of IVR solutions including:



*Industry-specific, self-service voice applications that are easy to administer and deploy*



*Collection of real-time customer feedback via configurable phone surveys*



*Agent-assisted speech recognition that always understands your callers' spoken commands*



*Onsite or hosted VoiceXML IVR platform for developers*

All of Plum's IVR call center solutions are designed for maximum flexibility, scalability, and can be easily configured via a web-based interface. Contact a Plum consultant for a comprehensive ROI analysis.

**866-398-0657**  
+1-617-712-3000  
sales@plumgroup.com  
plumvoice.com/callcenter

 **PlumVoice**  
Automated Telephony Solutions



# 2011 ATA WASHINGTON SUMMIT



## SAVE THE DATE • OCTOBER 10-12, 2011

The 2011 ATA Washington Summit will be held at the beautiful Gaylord National Hotel and Convention Center on the Potomac River.

- Discuss FTC & FCC Updates
- Tackle Labor Issues
- Understand Self Regulation
- Connect With Representatives

Contact centers are more sophisticated than ever and professionals like you have questions that require informed decisions.



American Teleservices Association

[www.ataconnect.org](http://www.ataconnect.org) • 317-816-9336

# 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!

### '2011 Call Center Book of Lists Directory':

- ◆ Over 2,000 Call Centers Listed
- ◆ Each Call Center has at least One Decision Maker Listed
- ◆ Includes **bonus** technology leads - (Speech Technology, Recording Solutions and ACD information)
- ◆ Approximately 1000 E-mail Addresses
- ◆ The Directory is in CD-ROM (Excel Spreadsheet)
- ◆ FREE Quarterly Updates

Cost: \$425

Vendor Directory: Your Company's listing will be included in the Vendor Directory, on our website, [www.callcentertimes.com](http://www.callcentertimes.com), for the next 12 months.

Cost: \$399

Buyer's Guide: Your Company's listing will be included in the Buyer's Guide, on our website, [www.callcentertimes.com](http://www.callcentertimes.com), alongside your logo, for 12 months.

Cost: \$517

### Corporate Logo Promotion (Website):

Cost \$500

### Corporate Logo Promotion (Newsletter):

Cost \$500

### Monthly Newsletter Advertisement:

Cost: \$275

### Classifieds Advertisement (60 Days):

Cost: \$275

Webinars/Webcasts, Seminars, Call Center Space Advertisement, etc.

### Job Posting (job posting will run on our website until filled):

Cost: \$275

One Time Fee Per Posting

Simply check the applicable column(s) and return by fax to (972) 395-9205. Quality of the database is guaranteed.

Testimonials from past and present customers are available upon request. Please note all transactions are final.

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