

# Call Center Times

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**Why American Telemarketers Should Be Concerned About Canadian Do Not Call Laws by Mark McMackin, Partner, Ricketts Harris LLP**

**Aligning Attributes With Your Customer Experience Objectives by Bob Kelly, HyperQuality Senior Vice President of Sales & Marketing**

**What Do Contact Center Employees Really Want? By Robert Cowen, Snowfly Incentives**

**ETECH, INC LAUNCHES TECHNOLOGY DIVISION**

**Pipkins to Participate in 2011 Call Center Optimization Forums**

**BT AgentView® Enterprise Users Now Supported in the U.K. Directly Through Centergistic Solutions**

**1-800 We Answer, Inc. Acquires StarTel Answering Service**

**Aegis positioned in Magic Quadrant for Customer Management Contact Center BPO Worldwide by leading industry analyst firm**

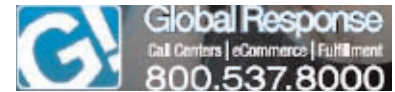
**RESULTS COMPANIES COMPLETES SALE TO CLEARVIEW CAPITAL**

**JJ Falk's Humanistic Design for Samsung Call Center Sustains Both Environment and Employees**

**Speaking Your Customer's Language: How to earn the trust of your non-English speaking customers  
Webinar on March 23**

The logo for SHL Previsor. 'shl' is in a bold, lowercase, sans-serif font with a red dot above the 'i'. 'PREVISOR' is in a larger, all-caps, sans-serif font with a red dot above the 'i'.

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





# RANTS & RAVES!

## Randomly Timed Musings

### Taking Care of Business

By Kathleen M. Peterson

Chief Vision Officer, PowerHouse Consulting, Inc.

Each and every one of us has been tasked with taking care of business. Whatever role we once played ... for many, the rules have changed. Many of these changes are out of necessity due to the business climate we are currently experiencing. So now is the time to play *your very best hand*. It is a time to grow, learn, and focus on what needs to be done and what you and your crew can do to improve the business.

Some folks think, "What can I do?" "I'm only an agent" or "There's nothing I can do. I don't make the decisions around here." Don't worry too much about these folks if they report to you; they will likely be gone soon. In this market, if you are someone voicing or experiencing these thoughts, you will likely learn sooner rather than later that ... You're absolutely right! Since you believe there is nothing you can do, you will naturally do nothing and be among the first to find yourself without a job. Of course, that will be because the business "did not do enough" for you. This is old news and an old story that just won't fly in this economy.

Sometimes I reflect on how this could simply be a "correction," a time to weed out the underbrush so to speak. Like weeding a garden, we must pull out those things that prevent healthy and robust growth. *So where do we look for positive contributions?* Start with overall productivity. Many folks claim to be "busy," but are they truly productive? Measuring productivity can be very tricky business for any unit; for the Contact Center it can be

particularly challenging. Often, management looks to simple metrics as evidence of individual, team, and overall productivity performance. *Is this truly accurate?* The data is certainly accurate in terms of how "activity" is reported ... that is, the number of calls handled, number abandoned, percentage of log on time in various states, etc. *But is this enough?* Hardly! Anyone that has been in the business of managing a Contact Center for any period of time knows all too well the challenge of getting to *meaningful metrics* when assessing performance. The ability and willingness to "manipulate" systems and data is a widespread practice.

Data manipulation is found most frequently in environments that set specific target objectives - 20 calls per hour, handle times that don't exceed 120 seconds, little or no after-call work, etc. etc. Even abandon rates can be distorted by carefully "selecting" some data to be excluded to make the "number" more palatable. Some folks have decided to focus more on these types of production measurements since the economy has tanked. While the intent of improving productivity is likely good, these metric objectives may produce poor performance. They prompt behaviors such as agents hanging up on callers or being less than thorough during the call to manipulate duration. (Trust me; these are two of many ways agents can manipulate reports.) Anytime we introduce such measures (in good times or bad), we need to identify actual productivity to improve rather than simply improving metrics. These types of measures often deliver results that are disappointing in terms of real and long lasting productivity.

One challenge with targets is that you generally get what you ask for. Those that report to you will deliver the 20 calls or the requested handle time. *But at what cost?* I



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shutter when a Contact Center Manager delights in the discovery of agents actually hanging up on callers (such a widespread practice by the way, that most ACD vendors have “short call reports” to identify such actions), and they subsequently make a big deal of disciplining or firing them! *Why do you suppose they are doing this?* In my experience, the agents are taking these actions purely to satisfy the achievement of the desired metric.

It is time to raise the bar on performance and time to think BIG PICTURE. Productivity matters when taking care of business. *But does it make sense to improve Contact Center metrics alone? What about the need to evaluate the impact of process cross functional relationships and technology on the load?* One thing is for sure ... it's not very exciting to report on productivity improvements when you don't even know that you're possibly unclear as to whether the contacts being handled could be avoided.

It is time to ask key questions ... *“Are we comfortable that the necessary analysis of the current load has been properly analyzed and validated?” “Are we sure we are not handling contacts due to poor process, training, response time, or other issues?”*

It is time to ask BIG PICTURE questions ... *“Are we deepening the relationship we have with our customers?” “Are we contributing to the brand promise?” “Are we properly aligned with the company's strategy?” “Are we able to identify contact types that other parts of the enterprise need to know about?” “Are we able to share that information quickly and easily?” “Are we enjoying an ever increasing share of wallet?” “Are we retaining the right customers?”*

The Contact Center is a rich repository of information of much higher value to the enterprise than how many calls

someone took or long that call lasted. If leaders studied process and the associated technologies as much as they studied individual agent performance, gains in overall performance would be magnificent! And at the same time, the Contact Center would be positioned as a strategic asset rather than as a backroom, factory like operation.

This is not to say that the other elements of productivity and performance don't matter. They do, but need to be positioned within a bigger picture. Only then will Contact Centers enjoy better visibility across the enterprise and frontline agents perform more efficiently. They will reside within an environment that encourages *curiosity* (why do we do it this way?), *participation* (here's an idea on how we could do this better) and *collaboration* (we'll need the support of X department to fix this). These are more advanced elements that will yield more/better results for productivity and the Customer Experience than any amount of the traditional “how many/how long” measures.

This is *taking care of business* rather than simply taking care of contacts.

(#46, *Taking Care of Business*, March 2011)

# 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
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- Save time in data entry
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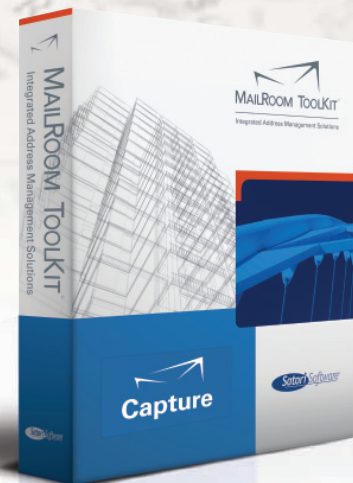
# Quick Addressing Improved.

## 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.

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# Increase online orders, lower operational costs and improve CSAT.

Although an Internet presence has the power to revolutionize an industry, many companies are finding that customers are abandoning their web sites without purchasing. Complicated service orders, unanswered questions and unexplained charges all contribute to 60% of online visitors abandoning the shopping cart. However, studies show that the customer experience is significantly improved by providing online Chat Service Representatives to answer questions, provide additional information, and resolve customer issues. These studies further revealed that companies investing in chat programs not only received a phenomenal increase in their conversion rates, but were able to reduce their inbound call volumes by more than 20%.

**Etech offers award-winning chat service to improve customer service and provide significant savings to the bottom-line.**

## HERE'S HOW IT WORKS:

- **Define Business Rules** - Etech works with each client to define specific conditions for proactive chat invitations such as time on site, page views, shopping cart abandons and more. The solution also allows clients to exclude employees, out of service regions and other visitors that are out of scope.
- **Prioritization Engine** - Etech's chat technology routes chat sessions based on the skills of the agent, wait time, visitor priority and shopping cart value.
- **Active Analytics** - Etech's sophisticated reports help boost conversion rates and orders per hour.

## ABOUT ETECH, INC.

Etech is a leading provider of intelligent sales and service solutions utilizing inbound and outbound voice and web chat. We understand the importance of customer relationships. That's why all of our solution strategies are driven by the 'voice of the customer'. Our stringent QA process ensures an ever-improving customer experience. We also gather critical business intelligence data from each customer interaction. And we do everything with the highest integrity and quality possible. These differences allow us to provide industry-leading service, stellar CSAT scores, and high performing sales and service solutions that enable our clients to increase revenue and delight their customers.

## Online Chat Services

### 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

### FOR MORE INFORMATION

call us at

**936-371-2640**

visit our website

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# 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

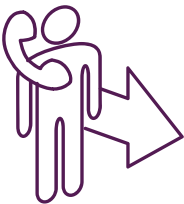


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## plum improves call center efficiency

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*

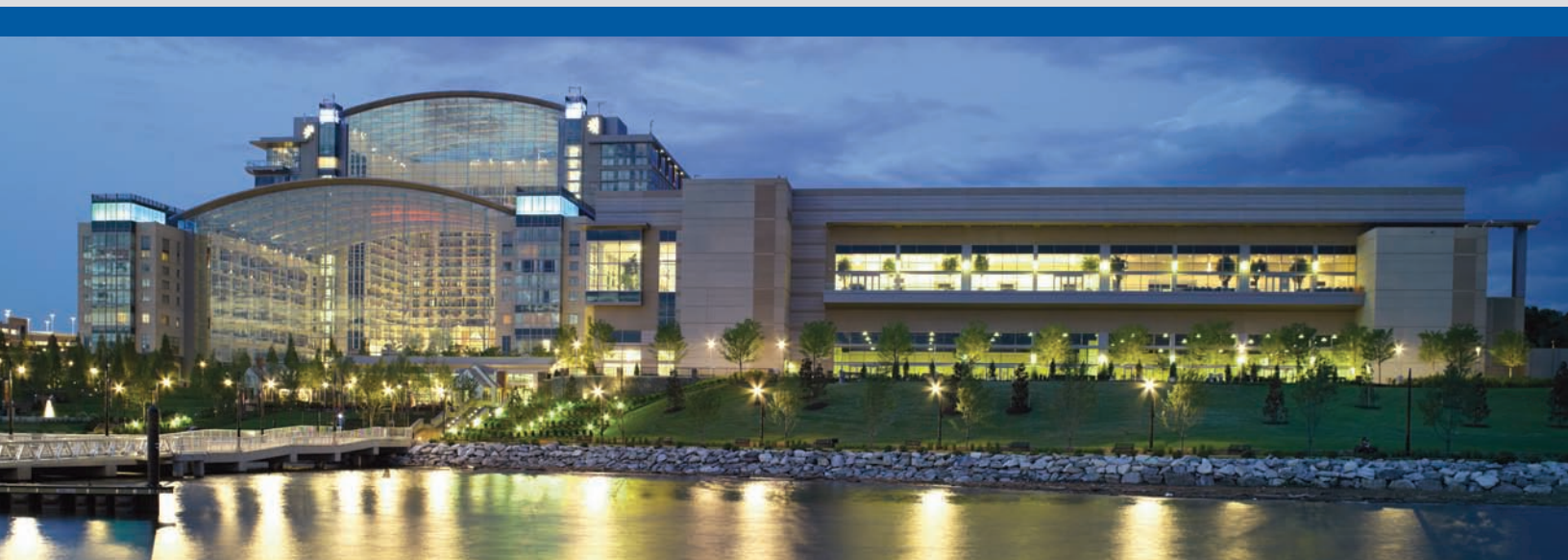
All of Plum's IVR call center solutions are designed for maximum flexibility, scalability, and can be easily configured via a web-based interface. Contact a Plum consultant for a comprehensive ROI analysis.

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# 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.



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# Call Center Times

tin# 75-2915747

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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.

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Regards,  
Nosa Eke, Publisher