

Call Center Times

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By Kathleen Peterson
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Born Again – The Resurgence of Outbound

By Ray Barata
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No One Gains When People Give Less Than Their Best

By Ginni Garner
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Do You Train'em or Brain'em

By Ray Hansell
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TRENDS – Full Recording Systems:

A Study by Jake White
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Are Giveaways Getting Away from You

By Kimberly King
1-877-96-WEAVE or visit
www.interweavecorp.com

Calibration: Removing Variation within Your Quality Program

By Connie Smith
connie.smith@envisioninc.
com
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Things Your Customers Never Want to Hear

By Nancy Friedman, The
Telephone Doctor
1-314-291-1012

Please click here



to read the newsletter in
its entirety.

Regards,
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The Call Center School Announces 2007 Masters Series Curriculum



Seven Tracks for Call Center Leadership, Operations, Supervisory, Quality, Technical, Frontline, and Workforce Management in 2007

The Call Center School (TCCS) announces the expansion of its popular **Masters Series in Call Center Management** web seminar curriculum for 2007. The expanded curriculum for 2007 includes seven professional tracks and over 50 unique topics.

- 5-course Frontline Track +
- 3 specialized electives
- 10-course Supervisory Track
- 10-course Leadership/ Business Management Track
- 10-course Operations Track
- 10-course Workforce

Management Track

- 5-course Technical Track
- 5-course Quality Track

The 90-minute seminars are delivered on Thursdays and Fridays throughout 2007. Participation in all courses within a track and a passing score on the mastery exam for that track earns students Masters Certification in that topic area from The Call Center School.

The cost for a single seminar is \$275 per web connection and





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an unlimited number of students may participate. Pricing is \$250 per seminar when 5 or more sessions are purchased, and \$225 per session for 10 or more sessions.

Detailed descriptions of all tracks and courses are available at: www.thecallcenterschool.com.

Some of the benefits of the *Masters Series* web program include:

Award-Winning Program. The *Masters Series* was named **Best of Show** at the 2006 International Call Center Management (ICCM) conference as the industry's best training solution. It has also received the coveted **Members Choice Award** voted on by customers in the annual ContactCenterWorld.com's competition every year since 2003.

Expert Instruction. Courses in the *Masters Series* are facilitated by the Senior Partners from TCCS. Our

seminar leaders are widely recognized as industry experts and are well-versed in how to make online learning both a valuable as well as enjoyable experience. TCCS is currently the **ONLY** training company in the industry in which all its trainers have achieved Call Center Management Consultant certification from CIAC.

Certification Content. Our *Masters Series* courses were designed with CIAC Certification in mind, and the courses have been reviewed and approved as a recommended training solution by CIAC. Every area of certification content is covered in the learning objectives of our many seminars. Practice tests at the end of each seminar, along with mastery exams at the completion of each Masters Track are another way to help test students' knowledge and prepare staff for

the CIAC exam.

Cost-Effective Solution. Each *Masters Series* seminar allows an unlimited number of students to participate around a single web/audio connection. Should a call center choose to have 20 persons attend per site, the cost per student is less \$15 per class. And since students don't have to leave the call center to attend, the call center will also save unnecessary travel dollars.

Modular Learning Approach. Knowledge and skills gained in the *Masters Series* classes are more likely to be maintained than learning from a multiple-day classroom seminar. Students spend 90-minutes per week in a focused class and then have time to apply their new knowledge before proceeding to the next topic. TCCS can assist companies in determining suitable

work projects to ensure knowledge is transferred from the classroom to the real-life call center for fast, measurable ROI.

Flexibility. Each of the 50+ topics in the *Masters Series* is scheduled for multiple deliveries in 2007, so there are several opportunities to attend each class. If a date is inconvenient, TCCS can also deliver any topic as a private session at a mutually convenient time.

The following topics are available in the 2007 *Masters Series* curriculum:





Frontline Fundamentals

CORE PROGRAM				
The Power of One: The Difference One Agent Can Make See what difference one person can make in customer relationships and in the call center	Jan 18	May 3	Aug 3	Sept 27
Vocal Makeover: Techniques for a Winning Voice Learn the critical components of spoken communications and how to fine-tune your voice	Jan 25	May 10	Aug 10	Oct 4
First Class Phone Manners: The Absolute Musts of Telephone Best Practices Make a better phone impression with these must-have telephone techniques	Feb 1	May 17	Aug 17	Oct 11
Winning Words: Clever Conversation Choices for Effective Communications Identify the words to use – and not to use – to make the most of every phone call	Feb 8	May 24	Aug 24	Oct 18
Tyrant Turnaround: Going from Difficult to Delighted Callers Learn the techniques that can turn a negative caller into a positive one in four steps	Feb 15	May 31	Aug 31	Oct 25
FRONTLINE ELECTIVES				
The Art of Upselling: Tips for Making the Sale Apply proven service and selling techniques to maximize revenues on every call	Mar 1	June 7	Sept 6	Dec 6
Email Essentials: Frontline Guide for Writing Effective Emails Create effective content and eliminate the top ten most common errors	Mar 8	June 14	Sept 13	Dec 13
Collections Calling: Steps and Strategies for Telephone Collections Apply proven techniques that maximize revenues and increase customer satisfaction	Mar 15	June 21	Sept 20	



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Call Center Supervision

Making the Match: Recruiting and Hiring Call Center Staff Define the job, recruit, screen, and hire the best people for your team	Jan 12	May 3	Sept 7
Finders Keepers: Proven Strategies for Staff Retention Identify why staff leave and learn 15 supervisory strategies for improving retention	Jan 19	May 10	Sept 14
Setting the Standards: Defining Performance Goals and Objectives Apply a proven performance management model for defining frontline standards	Jan 26	May 17	Sept 21
Don't Know, Can't, Won't Model: Diagnosing and Treating Performance Problems Identify the root cause of performance problems and apply the right treatment	Feb 2	May 24	Sept 28
Fundamentals of Coaching: Techniques for Shaping Employee Performance Learn fundamental principles of coaching and identify most common coaching mistakes	Feb 9	May 31	Oct 5
Motivation Marvels: 100 Ways to Improve Motivation and Morale Identify six different categories of motivation and hear over 100 proven ideas	Feb 16	June 7	Oct 12
Teamwork Template: Techniques for Building and Managing Teams Identify ways to organize, build, manage and motivate in a team environment	Mar 2	June 14	Oct 19
Introduction to Workforce Management: What All Call Center Staff Need to Know Learn about staff planning and identify the supervisor's and agent's role in the process	Mar 9	June 21	Oct 26
Key Performance Indicators: Managing and Reporting the Numbers Learn about the top performance measures and how to report them effectively	Mar 16	June 28	Nov 2
Introduction to Call Center Technologies: A Beginner's Guide Hear about the technologies that deliver calls and help manage call center performance	Mar 23	July 12	Nov 9

Leadership/Business Management

A Winning Vision: Strategic Planning for Call Center Leaders Develop a strategic plan and tactics to accomplish center mission and goals	Jan 12	Oct 19
Blueprint for Success: Charting a Course for Personnel Development Assess training needs and develop training and career programs for all levels of staff	Jan 19	Oct 26
Home Sweet Home: Site Selection and Facility Design Evaluate choices for new sites and design an effective call center workplace	Jan 26	Nov 30
Dollars and Sense: Basics of Finance for Call Center Professionals Interpret financial statements and calculate return on investment and payback period	Feb 2	Nov 2
Making the Case: Business Case Development and Project Management Apply the fourteen steps of developing business cases and managing projects	Feb 9	Nov 9
A Perfect Union: Contract Negotiation and Management Negotiate wisely and get the most out of vendor contracts and service agreements	Feb 16	Nov 16
Creating a Sales Culture: Optimizing Sales Performance in the Call Center Learn about tools and strategies to drive better sales performance	Mar 2	Dec 7
Satisfaction Guaranteed: Performing a Call Center Satisfaction Audit Outline the processes for conducting customer and employee satisfaction surveys	Mar 9	Nov 30
Voice of the Customer: Developing a Systematic Listening/Feedback System Develop a system for becoming a conduit for customer information to the enterprise	Mar 16	Dec 7
Business Process Improvement: Six Sigma and Beyond Define areas for improvement, analyze root causes, and develop effective solutions	Mar 23	Dec 14



Quality Assurance

Satisfaction Guaranteed: Performing a Call Center Satisfaction Audit Outline the processes for conducting customer and employee satisfaction surveys	Mar 9		Nov 30
Building a Quality Form: Designs for Performance Excellence Identify components of an effective form to ensure quality customer contacts	Mar 29		Nov 1
Calibration Corner: Best Practices in Calibration and Scoring Learn how to conduct successful calibration sessions to maximize quality and fairness	Apr 5		Nov 8
Fundamentals of Coaching: Techniques for Shaping Employee Performance Learn fundamental principles of coaching and identify most common coaching mistakes	Apr 12	May 31	Nov 15
Making the Most of QM Systems: Optimizing Monitoring/Recording Technology Learn about the latest in quality monitoring tools and how to maximize their use	Apr 19		Nov 29

Call Center Technical

Making the Most of ACD: Understanding Routing and Reporting Capabilities Identify the different types of ACDs and learn about distribution and reporting options	Mar 22	
Making the Most of IVR: Design, Scripting, and Creative Uses of IVR Learn best practices in design, scripting, and routing to maximize this self-service tool	Mar 29	
Speech Technologies in Today's Call Center Hear about acquisition and implementation strategies for applying speech applications	Apr 5	
Basics of Voice Over IP: Applications for Call Center Success Learn proven practices for applying VoIP successfully in the call center	Apr 12	
Traffic Engineering: Mathematical Modeling for Call Center Resources Profile traffic and apply appropriate tele-traffic engineering models for various resources	Apr 19	

About The Call Center School

The Call Center School provides a wide range of education and training services for call center professionals. The Tennessee-based company has training programs for all levels of call center personnel, including frontline staff, supervisors, managers, directors, workforce planners and quality specialists. Programs are delivered as either traditional classroom training, live instructor-led seminars over the web, or as self-paced e-learning programs. TCCS also specializes in customizing educational programs to fit the specific needs of any organization. For more information, visit the TCCS web site at www.thecallcenterschool.com or call 615-812-8400.





RANTS AND RAVES!

Randomly Timed Musings by Kathleen Peterson

"There is real magic in enthusiasm. It spells the difference between mediocrity and accomplishment." Norman Vincent Peale

It is October! I actually heard Christmas music playing yesterday at the mall and I thought, "No, this cannot be happening." But alas it is - year's end is fast approaching. The time has come to examine your leadership and your Contact Center's 2006 accomplishments.

Today's corporate leaders are obsessed with proof. *What did you do that has made a difference? Where is the ROI?* So getting accomplishments down on paper NOW will give you a head start on completing the annual "accomplishments" assignment. (Even if you are not required by your organization to conduct this exercise, try it anyway. It's a great method for assessing the state of your Center and what it is you are actually managing.)

Organize your accomplishments around the strategic objectives of the enterprise. If you are not certain what they are (a troubling thought), a quick perusal of the Annual Report will assist you. Read the message from the Chairman/CEO to pluck some quotable morsels with which to align your accomplishments.

Consider the actions, initiatives, and projects undertaken this year that illustrate the Center's role in retaining customers, providing a quality experience, reducing cost, increasing revenue, retaining a knowledgeable and valued staff, and working with other departments to streamline processes.

Blow your own "horn of plenty" this fall. Goodness knows there is plenty of activity in Contact Centers today - practice translating that activity into accomplishments and go about the business of taking credit for it ... If you know me, or are just getting to know me, you know that I believe that deliberately managing Center visibility is a critical success factor in gaining respect and budget for your Center. Use your 2006 accomplishments in the Center to positively influence your visibility.

Until next time ... try to see things differently. You may be surprised.

My best,

Kathleen

PowerHouse Consulting, Inc.
360 Route 101, Suite 6
Bedford, NH 03110
www.powerhouse1.com
1-800-449-9904



(#1, Accomplishments, October 2006)

To discontinue Rants and Raves, just reply with REMOVE on the subject line



2007 VENDOR DIRECTORY

(A Call Center Times' guide to providers of Call Center products and services)

Publisher's note: To include your company's listing in this directory, please send all inquiries to neke@callcentertimes.com

Workforce Optimization

WITNESS SYSTEMS - Witness Systems (NASDAQ: WITS) is the worldwide leader in software and services that help businesses capture customer intelligence and optimize their workforce performance. The company's Impact 360™ Workforce Optimization solution features quality monitoring, compliance and IP recording,



workforce management, performance management and eLearning. Primarily deployed in contact centers, branch, and back offices of global organizations, Impact 360 captures, analyzes, and enables users to share and act on cross-functional information across the enterprise.

For more information, visit www.witness.com.

Contact: George Johnson

Phone: 770-754-8651

E-mail: gjohnson@witness.com

WHAT'S KEEPING YOU UP AT NIGHT?

High Turnover
Costly Hiring
Unhappy Clients
Too Few Applicants

Ineffective Agent Performance
Legal Compliance
Inadequate Supervisory Talent
Unfilled Seats



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- AccuVision Training Series to Train Supervisors
- LeadersMark Web-Based Training for New Supervisors
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- Performance Management Training & Platform
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THE RESULT?

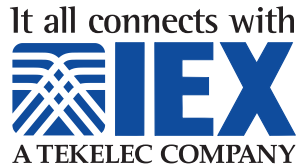
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or

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Lori Fentem, President
Synergy Solutions, Inc.
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CONTACT:

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