

CONTACT management

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Nov 2006 / Show Issue

it's showtime!

THE INDUSTRY STROLLS
THE RED CARPET

- ICCM Canada comes to Toronto
- BC CCA hosts in Vancouver
- CAM-X goes to Mexico



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features



ICCM CANADA

Performance solutions for contact centre challenges

BC CCA

Promises a lively conference and awards gala
Integrating People...Process...Technology

CAM-X

Takes convention to Cancun
Improving operations before, during and after the call

departments

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Mobile Call Centre Business

We interrupt our regular programming...

Welcome to this special event issue of Contact Management where we highlight not just one but three exceptional opportunities for companies in Canada's contact centre industry to strut their stuff and/or learn about best practices and the latest and greatest technologies.

Personally, I can't get enough of shows like the three previewed in this issue. The telephone and Internet are obviously wonderful inventions, but they can't fully replace in person contact. Not only is it fun to put faces to names that have become familiar through voice or email conversations. It's stimulating to meet in the flesh folks who are willing to talk about their industry experience and share their triumphs and tribulations.

The first event in the next few pages is the 2006 International Contact Centre Management – ICCM Canada – Conference & Expo at the Metro Toronto Convention Centre Oct. 23-25. Conference/show organizer Questex Media Group describes ICCM Canada as “the ideal opportunity to compare and contrast new technologies, discover winning strategies, and network with your peers and other industry leaders.”

If you're based in B.C. or heading that way Nov. 14-15, check out the BC CCA's excellent program of activities at this year's annual conference, show and awards gala. That's the second event we're previewing in this issue and, not to take away from ICCM Canada, it is another “ideal opportunity” for those who can be in Vancouver at that time.

If you're not in B.C. then, maybe you're headed to Mexico for the 42nd annual CAM-X convention, also held Nov. 14-17 this year. Check out our preview of that event also in this issue.

Hopefully your attendance at one or more of these events will whet your appetite for travelling further afield in April to the first annual Contact Centre Global Forum. We are media partners for Canada for the Forum. Set for April 25-27, 2007, in Cannes, France, the Forum has already won the support of 22 industry associations – including CAM-X – from 20 countries with more expected to follow. The Forum will bring together senior decision makers from contact centres around the world to address the challenges facing this fast maturing industry. www.ccglobalsforum.com.

If you're new to Contact Management and getting this at one of the events featured in this issue, please go to our website (www.contactmanagement.ca) and sign up for a subscription to the regular bimonthly magazine. If you're part of the industry, you qualify for a free subscription that will bring you more of what you're enjoying at the conference. You'll keep current on what's happening in the industry and you'll discover how your peers are dealing with the issues you face as well.

For those of you who are already subscribers, be assured that our regular programming will return next month where a full size issue will bring you topical features, departments like Readerboard and TechWatch, reports from associations across Canada, and insights and lessons learned from innovative contact centres.

In the meantime, enjoy the show(s)!

Susan Maclean



November 2006 / Show Issue
Volume 6 Number 5

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Publications Mail Agreement No. 40063311

Return undeliverable Canadian addresses to:

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Subscriptions available for \$40.00/year or \$60.00/two years.

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Printed in Canada

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Analysts' crystal ball reveals healthy growth

Just how many contact centres there are in Canada is anyone's guess as many centres don't think of themselves that way. Of those centres that have stood up to be counted, analyst firm Datamonitor has extrapolated trends for a recent report.

BY SUSAN MACLEAN

The average size of Canada's contact centres are growing from 49.3 agent positions in 2004 to a projected 59.6 in 2009 if current trends continue, according to Datamonitor. During this same period in Canada, agent positions are expected to grow 7.2 percent and contact centres 3.2 percent to 325,800 and about 5,465, respectively.

These trends are recorded in Datamonitor's report *Contact Centers in Canada (Databook)* released this past July and subtitled *Generating Growth in Developed Contact Center Markets*.

The Databook is a detailed information resource covering current and forecast data on the Canadian contact centre market. The market is sized both in terms of agent positions and technology spending, with the data segmented by vertical, size-band, technology, IP/TDM, and hosted/CPE. The data is derived from Datamonitor's Global Contact Center Model which is based on over 1,000 annual interviews with technology vendors and contact center decision makers around the globe.

"Overall domestic agent position growth is slowing or declining in North America and Western Europe," comment Datamonitor authors Mona Sultan and Robin Goad, contact centres analyst and lead analyst, respectively. "However, technology and business changes – including IP telephony, virtualization, managed and hosted services, workforce optimization technologies, SME sector growth, and increased public sector spending – are driving increased investment. Consequently, technology spending will continue to rise, but learning exactly how to tap into it will be more critical than ever."

From 2004 to 2009, the highest growth projected for the number of agent positions is within the public sector at 12.4 percent, followed by the healthcare sector at 11.1 percent, utilities at 10.2 percent. Financial services comes in at just 3.9 percent although it accounts for the

see **Healthy Growth** page 14 ↗



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The International Contact Centre Management (ICCM) Conference & Expo is considered Canada's premiere customer contact management conference and exposition. Questex Media Group produces it.

There are three tracks in the concurrent sessions. They encompass the Customer Experience (CE), Workforce Performance (WP), and Business Strategy & Alignment.

MONDAY, OCTOBER 23

9:00 AM - 4:00 PM

Contact Centre Site Tours

1:00 - 4:30 PM

WORKSHOPS:

1 — Rating Your Contact Centre

Janet Sutherland, business consultant, BCE Elix
This workshop explores performance optimization that applies standards and metrics to improve the performance of every call centre component and aligns the centre with an organization's overall business objectives.

2 — Using Reports & Analytics to Improve Performance

Mark Cunningham, president & CEO Symmetrics and Maggie Klenke, senior partner, The Call Centre School

This workshop looks at important functions like reporting, analytics and performance management and their associated technologies for making better decisions.

3 — Better Coaching,

Better Contact Centre Leadership

Sara Thompson, partner, and Elaine Maxwell, associate, Sage Transitions

In this workshop, industry executives and award-winning coaches will improve your effectiveness as a contact centre leader.

4 — Performance Optimization Benchmarking and Best in Class Tactics

Dru Phelps, vice-president of certification, BenchmarkPortal and Murray Hoban of Telegence.

This workshop spotlights the BenchmarkPortal database, a resource for comparing best practice call centre statistics and a case study from Telegence, a B.C. contact centre that gets the best results.

TUESDAY, OCTOBER 24

9:00-10:00 AM - KEYNOTE ADDRESS

Cameron Herold, chief operating officer of 1-800-Got Junk?

Cameron explores the ideas that have

guided 1-800-GOT JUNK's phenomenal rise and the business practices that make it such an efficient operation, especially its award-winning customer service efforts.

10:00 AM - 5:00 PM - Exhibit Hall Open

10:15 -11:15 AM - CONCURRENT SESSIONS

CE1-Building a Brand on Great Customer Experiences: Canadian Tire's Story.

Mary Turner, vice-president of customer care, Canadian Tire Financial and Mark Abbott, Chordiant Software

This session shows how Canadian Tire Financial's contact centre applies specific approaches to strengthen and support its brand across multiple communications channels and business units, and personalizes its customer interaction to reduce call transfers and improve agent productivity.

WP1-Simplifying Workforce Management across Bell Canada

Carla Blake, manager, Bell Canada and Erika Van Noort, director of BCE Elix

This session tells how to streamline back-office and support functions, identify the true business drivers that advance change, and manage the ever-changing requirements of a call centre.

BSA1-Calculating & Communicating Contact Centre Value at the Shopping Channel

Graham Kingma, vice-president customer service, Rogers Communications

This session examines how to prove the contact centre's value to the organization, ensure the team understands the customer's needs better, and improve a centre's linkages with all departments whose work affects overall customer satisfaction.

11:30 – Noon

SPONSORED EDUCATION SESSION

Outsourcing the "Customer Experience."

Frank Muzzi, senior business systems consultant, TELUS

This session covers steps to consider when deciding to outsource, and introduces an

assessment tool to assist in calculating ROI and hidden overhead costs when considering a partner.

1:30 - 2:30 PM - CONCURRENT SESSIONS

CE2-From Service to Sales: Creating a Successful Culture that Guarantees Results

Penny Reynolds, senior partner, The Call Centre School

This session probes how to uncover hidden revenue opportunities, interview and screen for the traits that characterize the most successful salespeople, and tells what critical factors to include in a training curriculum.

WP2- Implementing a Leadership Program at 407 ETR

Beth Carver, vice-president customer service at 407 ETR and Winston Siegel, partner, Switchgear

This session details 407 ETR's bonus program for call centre managers, the personal components of leadership for managers and team captains, and the organization's leadership scoring system, the link that connects evaluations to long-term incentives.

BSA2-Next-Generation Business Intelligence

Steve Rooks, vice-president, Bell Canada, and David Singer, director, Verint Systems.

This session relates how Bell Canada increased customer satisfaction with its new systems, and developed its list of best practices for planning and implementing simplification processes.

2:45 - 3:45 PM - CONCURRENT SESSIONS

CE3-Relationship Marketing: Petro-Canada's Techniques

Patrick Ritchie, Calgary manager of Petro-Canada, and Martin Traub-Werner, vice-president, Raybec Communications

This session tells how Petro-Canada drives extraordinary ROI from its contact centre investments, applies "depth of relationship" as its new measure of centre effectiveness, and integrates activities of different departments and external vendors to

create a more effective environment.

WP3-Motivating Agents at Virgin Mobile
Nancy Tichbon, director customer service, Virgin Mobile

This session describes what really motivates the 20 to 30-year-old demographic that makes up much of the centre, provides tips on how to motivate more effectively, and gives practical takeaways for immediate implementation.

BSA3-Performance Management & Analytics: A Panel Discussion

Panellists are: Mike Callaghan, Verint Opus Solutions; Dave Pennington, Envision; Nathan Stearn, IEX; Jay Wohlken, Aspect
 This panel discussion presents an open, "no-slides-allowed" forum addressing the most pressing issues surrounding the emerging technology behind performance management.

4:00 - 5:00 PM - CONCURRENT SESSIONS

CE4-Delivering on Customer Expectations at Sprint

Ashish Basaria, director of customer experience at Sprint

This session describes understanding customer expectations and being able to deliver on them, and defining agent expectations that align with customer experience.

WP4- Aligning Business & Talent Acquisition Strategies to Enhance Customer Loyalty: NCR's Story

Daniel McCabe, vice-president of Global Managed Services Delivery, NCR Corporation, and Berta Banks, president of Banks and Dean.

This session tells how to deploy best prac-

tice methodology and tools to tie effective recruitment and retention to your business processes and successfully achieve your strategic goals, and how to develop effective compliance measurements and refine ongoing processes to deliver continuous improvement and operational efficiencies with reduced turnover.

BSA4-Simplifying Key Performance Indicators: Fewer Headaches, Better Insights

René LeBel, president and CEO, Calabrio

This session covers the most important key performance indicators (KPIs) and why, tells how to move from a confusing collection of measurements to a simpler, more effective KPI framework, and describes how KPIs can yield actionable intelligence to improve a contact centre.

5:00 - 6:00 PM - Networking Reception

WEDNESDAY, OCTOBER 25

**8:45 -10:00 AM - KEYNOTE PANEL
 60 Ideas in 60 Minutes**

Panellists are: *Bill Durr, Witness Systems; Maggie Klenke, The Call Centre School; Chris Crosby, Latigent; Joe McCaig, TELUS; Garry Schultz, Roxio/Sonic.*

In this session, each member of the panel will, in turn, provide one idea for improving a call centre for each minute of the hour.

10:00 AM- 3:00 PM - Exhibit Hall Open

**10:15 - 11:15 AM - CONCURRENT SESSIONS
 CE5- Taking Quality Management**

to the Next Level

Tammie Kidd, quality assurance manager, Group Health Cooperative, and Brian Spraez, senior manager, NICE Systems.

This session shows how to design an effective quality evaluation process, use screen captures to evaluate agent desktop applications, and describes the effect of evaluations on new-hire development.

WP5-When CRM Meets Workforce Optimization: Collision or Collusion?

Panellists are: *Gail Mackay, vice-president of business development, Gentcity; Kevin Hegebarth, director of product management, Witness Systems*

In this forum, panellists will explore how CRM and workforce optimization will work together or whether they will work together at all, and discuss likely pitfalls.

BSA5- Calling 311: Who's Doing What in Canada

Terry Pearce, manager, citizen services, City of Calgary, Kate Johnston, manager of communications, Halton Region, and Shawn Slack, customer service strategy, City of Mississauga.

Representatives from different parts of the country will tell how 311 differs from any major reworking of customer service operations, and discuss challenges facing Canada's pioneer 311 projects.

11:30 AM - Noon

SPONSORED EDUCATION SESSION
 10 Questions Every Call Centre Manager Should Answer

12:00 - 1:30 PM - Lunch and Exhibit Hall

— • —

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The 2006 International Contact Centre Management (ICCM) Conference & Expo at the Metro Toronto Convention Centre Oct. 23-25 offers more than 30 sessions to choose from, covering such topics as workforce performance, business intelligence and analytics, business strategy and alignment, along with the traditional customer service management and technology program.

Keynote addresses, educational presentations, exhibits and the combined knowledge of the industry's leading suppliers will give attendees a unique opportunity to discuss, compare and evaluate programs, technologies and services that offer a cohesive and compelling set of solutions to their most pressing challenges, claims organizer Questex Media Group.

This event is aimed at helping contact management professionals fine-tune their skills, assess new technologies and explore strategies to improve performance and maximize customer value, and build a professional network they can rely on for guidance and support.

Questex describes ICCM Canada as an opportunity to learn to:

- Develop practices and processes to maximize workforce performance
- Implement solutions for effective call management
- Explore performance-enhancing tools and technologies
- Apply business intelligence and analytics to improve productivity and profitability
- Align contact centre goals with enterprise objectives
- Identify communications technologies to reduce costs and improve efficiency cm



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To learn how we have powered some of Canada's more customer focused contact centres, call **888-XENTRAX (888-936-8729)** or email us at **info@xentrax.com**.



Come see
Contact Management
in booth 607!

BC CCA promises a lively conference and awards gala

Integrating People...Process...Technology is the theme for this year's BC Contact Centre Association 2006 Conference, Tradeshow and Awards of Excellence, increasing the odds that attending the River Rock Casino Resort on Nov. 14-15 will be a winning experience for you.

Vancouver's little taste of Vegas at River Rock Casino Resort is billed as Western Canada's largest, brightest and most exciting destination resort. This all-suite hotel offers a view of the Fraser River and a 24-hour casino in addition to the usual finer hotel amenities. Details at www.greatcanadiancasinos.com/riverrock. For reservations, call 1-866-748-3718 and mention the BC Contact Centre Conference to receive our conference rate of \$139/night.

Schedule at a Glance

Tuesday, November 14, 2006 Evening Events

- 4:30 - 6:30 pm** Registration Desk Open
- 6:00 - 7:00** Awards of Excellence Reception in Exhibit Hall
(Come say hello to Contact Management and the other exhibitors.)
- 7:00 - 10:00** Awards of Excellence Gala Dinner

Wednesday, November 15, 2006

- 7:30 - 3:00** Registration Desk Open; Tradeshow Open in Exhibit Hall
- 7:30 - 8:30** Continental Breakfast
- 8:30 - 10:00** Conference Welcome; BC CCA AGM
Keynote Presentation:
Kit Grant, Success Through Responsibility: The Challenge of Change
- 10:00 - 10:30** Coffee Break in Exhibit Hall
- 10:30 - 11:30:**
 - 1a.** To Be or Not To Be There? Answering the attendance question
 - 1b.** It's NOT My Fault! Why are they being so difficult?
 - 1c.** Hosted Versus Premise Based Solutions
- 11:45 - 1:15** Luncheon in Exhibit Hall
- 1:30 - 2:30**
 - 2a.** Best Practices in Screening New Call Centre Agent Hires
 - 2b.** First Call Resolution: The Measure that Matters Most
 - 2c.** Business Continuity:
What would YOU do in the face of an emergency?
- 2:30 - 3:00** Refreshment Break in Exhibit Hall & Grand Prize Draws
- 3:15 - 4:15**
 - 3a.** Privacy Issues Update: Call Recording
 - 3b.** Contact Centre Canada:
Report on Call Centre Features in GTA, BC and Montreal
 - 3c.** Connecting the Dots...Integrating People, Process & Technology
- 4:15** Conference Ends

British Columbia Contact Centre Association

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Awards of Excellence Gala

Tuesday, Nov. 14th
6:00 pm – 10:00 pm
The 2006 BC CCA Awards of Excellence dinner gala will celebrate the contact centre industry in British Columbia, recognize excellence among peers and have Vegas-style entertainment/ before getting down to business on Wednesday.

Awards will be presented in the following categories:

- Call Centre of the Year
- Employee of the Year
- Vendor of the Year
- Community Spirit Award

KEYNOTE PRESENTATION

Wed., Nov. 15, after welcome at 8:30 a.m.

**Success Through Responsibility:
The Challenge of Change**

Why do some people adapt to change more readily while others remain 'trapped' inside their comfort zones? What are the three reasons why people change? How can you move roadblocks out of your way? Are you ready to expand your comfort zone, take personal responsibility and get the even better results you deserve?

Conference keynote speaker Kit Grant, principal of Calgary-based Grant Training Systems and a member of the Canadian Speaker Hall of Fame, will provide an entertaining, motivating keynote session that give you tools you can use to set targets that push you beyond perceived limitations.

Breakout Sessions Wed., Nov. 15
10:30 - 11:30 a.m.

**1a. To Be or Not To Be There?
Answering the Contact Centre
Attendance Question**

Discover creative attendance management strategies and techniques to keep your people coming back to work, increase workplace productivity and add value to your bottom line. Presenter Gina Szabo, Senior Consultant, Call Center Concepts, has over 20 years experience improving contact center performance globally. This session explores 14 proven best practices supported by real life examples from North America, the UK and Europe, Australia and the Philippines.

1b. It's NOT My Fault!

Why are they being so difficult?

Kit Grant, conference keynote speaker and principal of Calgary-based Grant Training Systems, will help you identify how different perspectives on life and relationships are both important and challenging. Getting results requires increased understanding of the strengths, limitations, motivators and de-motivators of each person. Recognize why some people are harder to deal with than others; clarify your dominant style and learn how dealing with different needs can produce WIN/WIN results.

**1c. Hosted versus
Premise Based Solutions**

It has been several years since the last major renewal of equipment for Call Centres (Y2K) and many companies find themselves in a situation where they need to upgrade to stay current and provide better customer service, but lack the capital funds. Presenter Stan Tyo, Vice President, TELUS Contact Centre Solutions, will show how hosting may be the solution.

1:30 - 2:30 p.m.

**2a. Best Practices in Screening
New Call Centre Agent Hires**

Hiring the wrong agent is a significant drain on your bottom line, on customer satisfaction and on team morale. Learn how you can improve your hiring process by using cost-effective agent pre-employment screening and testing. Presenter David Filwood, Principal Consultant, TeleSoft Systems, will preview the latest screening and testing trends in ad content and placement, telephone screening, skills testing, personality/job fit assessments, call centre specific interviewing techniques, job simulations and reference checking.

**2b. First Call Resolution:
The Measure That Matters Most**

Why is First Call Resolution (FCR) the measure that matters most? Why should you focus on FCR? Steve Hankinson, Senior Partner, Business Development and Consulting, SQMGroup, will present the latest FCR research, based on benchmarking over 250 leading North American call centres.

**2c. Business Continuity: What would
YOU do in the face of an emergency?**

If you want to come out the other side of an emergency or disaster with your business intact you must be prepared, know your options, have a plan and keep the advantage in your own court. Rob Nevin, Senior Executive, Aizan Technology, will discuss the issues to consider for business

continuity and bring solutions to help you meet your problems head-on.

3:15 - 4:15 p.m.

**3a. Privacy Issues Update for the
Contact Centre Industry: Call Recording**

Lawyer Lorene Novakowski, Fasken Martineau DuMoulin LLP, Panel Member—HSBC, will bring an update on current workplace privacy issues, including the current hot button topic—call recording. A representative from HSBC will join this session to provide real-life examples of current privacy concerns.

**3b. Contact Centre Canada:
Report on Call Centre Features in the
Greater Toronto Area, Lower Mainland
BC and Montreal**

Dr. Danielle van Jaarsveld, Assistant Professor, Sauder School of Business and co-author of Contact Centre Canada's survey and report on call centre features published March 2006 will highlight the report's findings on the demographic, strategic, human resource practice and outcome variables for call centres in three major urban areas.

**3c. Connecting the Dots.....Integrating
People, Process and Technology**

Get an overview of industry, business and technology trends and issues that impact the business and contact center with a focus on the state of VoIP. Robert Koblovsky, CEO, Smart Telecom will offer a realistic view of the opportunities and challenges in integrating and connecting the dots within the organization and, in particular, the contact centre.

The BC CCA 2006 Conference and Awards sponsors include Telus, Bell Canada, Rogers, Canadian Communications Products, The Vancouver Sun / The Province, Avaya Canada, Rocky Mountaineer Vacations, Sintel, Themis, Fasken Martineau and etalk.



Come see us at the exhibitor hall!



CAM-X TAKES CONVENTION TO CANCUN

CAM-X, the Canadian Call Management Association, hopes members will “Just say see, sea, si!” and attend their 42nd Annual Convention to be held in Cancun, Mexico from Nov. 14 to 17, 2006.

The focus is ‘How you can improve your operations: Before, During and After the Call.’ Attendees will have the opportunity to exchange ideas, facilitate networking events with other industry professionals, attend industry-relevant presentations, and interact with suppliers and vendors showcasing their products.

The major TAS vendors will demonstrate their newest offerings at an accompanying trade show. The winners of the 2006 Awards programs will be announced.

“The conference schedule is purposely set to allow plenty of free time to enjoy the warm sun of Cancun, with a mix of quality time for meetings and the Trade Show,” reports Convention Chair Michael Leibowitz.

Speakers from England and Holland will present a unique perspective on doing business in the corporate world. “Our industry is truly global and we all need to jump aboard the opportunities,” he adds.

Attendees will be able to bid on donated goods, services, novelty items, dinners, vacation packages, etc., at the third annual Silent Auction with all proceeds go to the Canadian Breast Cancer Foundation. This year will include a ‘Shave to Save’ feature where CAM-X members volunteer to shave their heads to raise funds for cancer research. “Since it is our 42nd Annual Convention, we plan to raise \$42,000 dollars, about 20 percent more than last year!” reports Linda Osip.

CAM-X has negotiated room rates ranging from \$120.00 to \$184.00 US pp per day with the five-star resort Omni Cancun Hotel & Villas. These rates include all meals, drinks, taxes, tips and water sports.

Founded in 1964, CAM-X encompasses call and contact centers across Canada and the US who offer specialized and enhanced operator based services including inbound telemarketing (order entry), paging, voice messaging, emergency dispatch, fax and Internet services.

For details, contact Linda Osip, Executive Director at the CAM-X office at 1-800-896-1054 or via email at linda@camx.ca. www.camx.ca. **cm**

Schedule of Events

Monday, November 13 to Saturday, November 18th

| | | |
|-----------|---|--|
| MONDAY | 4:30pm – 9:00pm | BOARD MEETING |
| TUESDAY | 9:30am – 3:00pm 6:00 – 6:30pm 6:00pm 6:30pm – 9:30pm | USER GROUP MEETINGS FIRST TIMERS RECEPTION REGISTRATION OPENING RECEPTION |
| WEDNESDAY | 8:00am – 8:45am 8:45am – 9:00am 9:00am – 10:30am 10:30am – 10:45am 10:45am – 12:00pm 12:00pm – 1:30pm 1:30pm – 2:30pm 2:30pm – 2:45pm 2:45pm – 4:00pm 4:00pm – 5:30pm | NETWORKING BREAKFAST PRESIDENT WELCOME: <i>Pat Vos</i> KEYNOTE ADDRESS: <i>Michael Kerr</i> BREAK IN EXHIBIT HALL Delivering Excellent Customer Service Speaker: <i>Chris Robinson</i> LUNCHEON IN THE EXHIBIT HALL VoIP: <i>Chuck Boyce & Michael Leibowitz</i> BREAK IN EXHIBIT HALL Hiring & Motivating a Sales Force TBA RECEPTION IN EXHIBIT HALL |
| THURSDAY | 8:00am – 8:45am 8:45am – 9:15am 9:15am – 10:30am 10:30am – 10:45am 10:45am – 12:00pm 12:00pm – 1:00pm 1:00pm – 2:30pm 2:30pm – 6:00pm 6:00pm – 10:00pm | NETWORKING BREAKFAST ATSI PRESIDENT’S ADDRESS: <i>Ray Shaw</i> Niche Marketing: <i>Gary Pudles</i> BREAK IN EXHIBIT HALL Vendor Relations: <i>Chuck Boyce</i> LUNCHEON IN THE EXHIBIT HALL Outsourcing & Multi Lingual Solutions <i>Cindy Roma, John Ratliff, Gary Blair</i> FREE TIME / BEACH OLYMPICS Awards Cocktail reception/dinner |
| FRIDAY | 8:00am – 8:45am 8:45am – 9:45am 9:45am – 11:00am 11:00am – 11:15am 11:15am – 11:45am 11:45am – 12:15pm 12:15pm – 12:45pm 12:45pm – 6:30pm 6:30pm – 7:30pm 6:30pm – 7:00pm 7:30pm – 1:00am | NETWORKING BREAKFAST Billing Strategies: <i>Michael Leibowitz & Jackie Millman</i> AGM BREAK IN EXHIBIT HALL One Call vs Multiple Call Resolution: <i>Brenda Preston</i> To Merge or Not To Merge: <i>Ron Waine</i> 30 Revenue Generating Ideas in 30 Minutes: <i>Scott Lyons</i> FREE TIME RECEPTION PHOTO SHOOT for Award Winners GALA BANQUET |
| SATURDAY | 10:00am – 3:00pm | BOARD MEETING |



Healthy Growth - cont'd from page 6

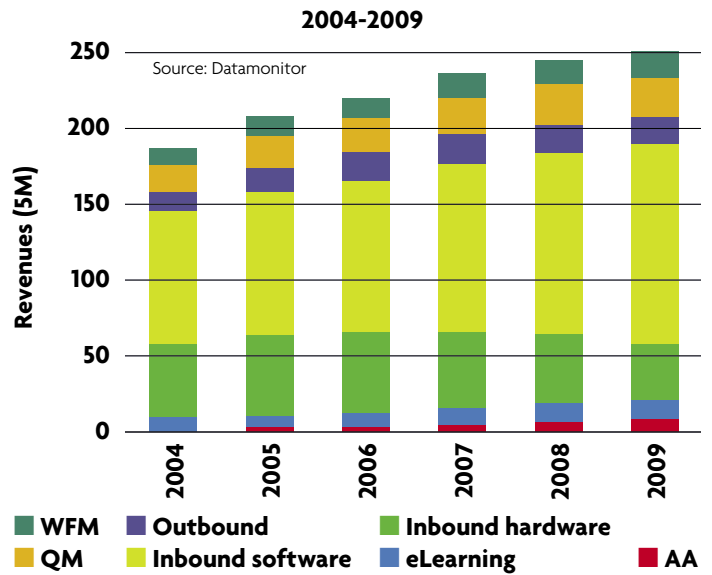
largest agent employment per industry, with 67,600 agents in 2005 compared to healthcare's 17,500 that year.

Data on spending on contact centre agent analytics technology in Canada by vertical market reveals a compound annual growth rate ranging from 29 percent by the entertainment, media and leisure vertical to 36.2 percent by the public sector and 34.8 percent by healthcare. That rate of growth is quite evenly spread across all sizes of centres.

In comparing the use of telephony end-point deploying IP (Internet protocol) or TDM (Time Division Multiplexing), the report predicts 40.4 percent growth in the number of agent positions in Canada with IP. That growth would still result in an industry relying most on TDM as that growth would see IP end-point usage at agent positions shifting from 6.9 percent in 2004 to 26.4 percent in 2009.

A more remarkable growth rate—97.4 percent—is predicted for technology that is hosted over that which is premises-based, although the adoption of the former remaining low with 9.2 percent

CANADA CONTACT CENTRE TECHNOLOGY SPENDING



next issue...

CHANGE MANAGEMENT As times change and workplaces follow suit, how can you help workers adjust? *Contact Management* offers useful tips for dealing with change. We'll also cover managing older workers and tips on transitioning from technical expert to manager.

STATE OF THE INDUSTRY We'll look at the year behind/the year ahead, highlighting the hot topics and upcoming challenges.

Plus we'll cover the latest in HUMAN RESOURCES — Hiring, training, retention, wages and benefits, motivating, conflict management; TECHNOLOGY — Software, hardware and networks; OPERATIONS — Bench-marking, strategic planning, meeting management and organizational structure; FACILITIES — Location, design, furniture, security, health and safety.

of these centres expected to shift to hosted technology by 2009.

Most of the investment in technology will continue to be on inbound software, Datamonitor predicts. Financial services will remain the largest market for contact centre vendors, followed by centres in the outsourcing, communications and the public sector verticals. Spending by the public sector and communications verticals is expected to grow the most of the verticals, and these by 9.4 percent and 9.0 percent respectively. Inbound contact routing software includes software used for the inbound routing of customer contact across all media in a contact centre, including ACD, CTI and universal queue software.

Datamonitor defines a contact centre by the following features: an Automatic Call Distributor (ACD) or Private Branch Exchange (PBX) with equivalent functionality overlaid (or soft ACD); and 10 or more agent positions. Agent positions are desks from which agents make and/or receive telephone calls to internal or external customers, implying that the call in question involves communication between the agent and the customer.

Specifically excluded from the report are: public safety centres, i.e., those centres that receive calls to the emergency services, which are counted separately and are not included as call centres; air traffic control; financial trading floors; legal interception centres, i.e., centres engaged in legal interception where there is a law enforcement officer or other security worker listening in on a conversation in which they do not take part.

The report is available free to members (membership is free) of the sector council Contact Centre Canada (www.contactcentrecanada.ca). **cm**

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