

4 for 2

if you register by
March 21st!

Don't Miss the Most Anticipated Call Center Event this Year!

The 9th Annual

CCW 2008 Call Center Week

June 23 - 27, 2008

Flamingo Hotel
Las Vegas, NV

Featured Speakers for 2008!

Deena Ebbert

The FISH! Philosophy: Catch the Energy, Release the Potential
A Remarkable Way to Boost Morale and Improve Results **NEW!**

The Wall Street Journal Business Bestseller;
Best Selling Business Video EVER!



Theresa Hull-Clarke

Associate Director/Chef Divisionnaire Adjoint
Customer Experience - Call Centre Technology **NEW!**
Bell Canada

Darrell N. Robertson

Vice President, Member Services

New York Life **NEW!**

Winner of IQPC's '07 Excellence Award for Best Call Center Under 500 staff
Runner Up: Call Center Leader of the Year
Center of Excellence Winner 4 years in a row
2007 Fortune Blue Ribbon Company



Julie Marks Miller

Vice President of Training and Leadership,

ADP

#20 in Training Magazine's topic 125 companies.

Ravish Swarup

Senior Vice President,
Oberoi Contact Centre, The Oberoi Group

Oberoi Hotels & Resorts India **NEW!**

#1 hotel in the world, 2007 Travel and Leisure

Rosemarie Donzanti

Vice President of Customer Care Operation

CVS Caremark **NEW!**

Fortune 20, 2007 J.D. Powers and Associates
- highest in mail order customer satisfaction
2007 Fortune Blue Ribbon Company

www.callcenterweek.com • 1-800-882-8684



Why this Event is Unique

- It is the fastest growing call center event around with over 900+ previous attendees!
- The largest event with senior level practitioner speakers providing real world insight on what it takes to achieve world-class call center status
- The event will include: **5 Keynotes; 36 Track Sessions; 4 Blue Sky Sessions** (advanced topics/delegates); **7 Workshops; 3 Master Classes, 4 Site Tours** and a dozen hours of **Networking**
- **Expansive Exhibit Hall**, allowing attendees to better evaluate the latest product & service offerings that will improve your operations and results
- The **ONLY** event supported by the **Call Center Excellence Awards** 



Introducing the **Blue Sky Innovation Room** for Mature Call Centers.

For the most advanced Call Center practitioners at the very front of the innovation curve, it can be hard to find something new to learn by reflective case study alone. That's why, especially for practitioners at your stage of maturity, we've created an **EXCLUSIVE BLUE SKY INNOVATION ROOM** to run parallel to the four main conference streams.

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Panel Sponsor



Exhibitors

DAY 1 Masterclass

Sunday, June 22, 2008

A Pre-Conference Masterclass: Get More From Your Contact Center - Innovative Ways to Move It From a Necessary Evil to a Strategic Resource
Farmers Insurance Company and The Service Level Group, LLC

DAY 2 Pre-Conference Workshops

Monday, June 23, 2008

8:00-11:00 Choose B or C

B Best Practices in a Virtual Call Center
Transera

OR

C 8 Steps to Deliver Exceptional Customer Experiences
RightNow Technologies, Inc

11:15-2:15 Choose D or E

D Site Tour – Venetian Resort Hotel Casino

OR

E Employing Customer Feedback to Get Senior Management Attention
Invited: The Center For Client Retention

2:30-5:30 F and G

F Making the Call Center the Focal Point of Your Customer Experience Measurement and Management Process
TARP Worldwide

OR

G Using Contact Center Performance Management to Drive Positive Change
IEX

5:45-8:45 Choose H or I

H Building a Leadership Competency Model for Talent Management
Sallie Mae

OR

I Developing a People Focused Culture and Building Positive Brand Recognition for your Call Center
CCEOC Inc

DAY 3 Main Conference Sessions

Tuesday, June 24, 2008

- 7:15 **Registration and Networking Breakfast**
- 8:00 **Chairperson's Opening Remarks**
Gene Schriver, Executive Vice President, **Language Services Associates**
- 8:15 **Featured Presentation**
NEW! FISH! A Remarkable Way to Boost Morale and Improve Results
Deena Ebbert, Fish! Philosopher
The Wall Street Journal Business Bestseller; Best Selling Business Video EVER!
- 9:15 **NEW! Creating a Culture that Inspires Excellence**
Darrell N. Robertson, Vice President, Member Services, **New York Life**

Winner of IQPC's '07 Excellence Award for Best Call Center Under 500 staff, Runner Up: Call Center Leader of the Year, Center of Excellence Winner 4 years in a row, 2007 Fortune Blue Ribbon Company

- 10:00 **Morning networking break and vendor showcase**
- 10:45 **NEW! Leadership – Rev them up!**
Julie Marks Miller, Vice President of Training and Leadership, **ADP**
- 11:30 **Maintaining Control in a Virtual Contact Center Environment**
Prem Uppaluru, CEO, **Transera Communications**
Ponder Harrison, Managing Director - Sales and Marketing, **Allegiant Air**
- 12:15 **Luncheon for Delegates, Speakers and Sponsors**

	Track A: Metrics & Performance Improvement	Track B: Talent Management	Track C: Generating Revenue and Linking VOC to Bottom Line	Track D: Interactive Tools & Technologies	Track E: Blue Sky Innovation. Advanced
1:30	NEW! Transformation of the Customer Experience John Kristianson, National Manager of CSI and Service Development, Hyundai Motor America USA	NEW! Building a Customer Focused Culture Diana Kyser, VP Customer, TheLadders.com	NEW! Moving from Service to Sales: Compensation Structure Joe Bruno, Cross Sell Manager, BMW Financial Services <i>2007 Fortune Blue Ribbon Company</i>	NEW! Virtual Queuing – Alleviating Hard and Soft Problems Alberto Osterling, Business Systems Project Manager, Pepco Holdings and Eric Camulli, Director of Technology, Virtual Hold	Double Session: Innovation and Competitive Strategy – What Role Can Your Call Center Play in the Overall Innovation of Your Company/ Positioning Todd Parsons, General Manager of Customer Service, Microsoft
2:20	NEW! Call Evaluations Help Lillian Vernon Get its Up-Sell Program Down Pat Virginia Voltz, Call Center Sales and Quality Manager, Lillian Vernon and Chrysal LeWark, Vice President of Sales, HyperQuality	NEW! Leveraging Human Capital – Adding Value for Your Customer Ed Miceli, AVP Customer Engagement, Episcopal Church Pension Group	How the USPS Delivers Great Service Along With The Mail Delores Killette, VP and Consumer Advocate, United States Postal Service	NEW! Call Center Analytix and Optimization Peter Neels, VP of Customer Service, Shaklee and RightNow Technologies	Session continued
3:05	Mid Afternoon Refreshments				
3:50	NEW! Innovation for Call Center Excellence Todd Parsons, General Manager of Customer Service, Microsoft	NEW! Nano Learning Invited: Richard Vars, Coca Cola Enterprises	Initiating Proactive Customer Service – Creating Revenue with Outbound Calls Steve Sullivan, Vice President, Call Center Technologies, CIT Group, Inc	Panel: Using Real Time Information to Improve Service Levels Moderator: Texas Digital , Panelists: Mohawk Industries, Inc., Flemming Consulting, LLC	Double Session: How to Take Your Call Center From Solid Performance to Great Performance
4:45	Providing A Consistent Quality Experience (B to B Case Study) Beth Campbell, Business Services Operations Manager, Martin Group	NEW! Out of the Box Staffing Strategies Carol Borsa, Director of Business Services, ABVI Goodwill and Mark Miller, Call Center Program Manager, Unicor	"Customer Connection Costing" -Building a Stronger Customer Relationship for Bottom Line Impact	NEW! IVR Innovation: Leveraging Real-Time Data in Self Service Systems Lisa Diggs, Sr. Business Systems Analyst, United Illuminating	Session Continued

5:30 **Cocktail Reception – bring plenty of business cards for networking!**

6:30 **2008 Call Center Excellence Awards Ceremony and Gala Dinner**



DAY 4 Main Conference Sessions Wednesday, June 25, 2008

- 7:15 **Registration and Networking Breakfast**
- 8:00 **Chairperson's Opening Remarks**
- 8:15 **Keynote: NEW! Positioning your Call Center as a Key Contributor to your Company's Strategic Plan**
Robert Camacho, Director of Operations, Planning and Analysis, **Cross Country Automotive**
Winner – Best Use of Voice of the Customer, IQPC Call Center Excellence Awards 2007
- 9:00 **Featured Presentation**
NEW! Creating Great Customer Recognition and Loyalty
Ravish Swarup, Senior Vice President, Oberoi Contact Centre, The Oberoi Group, **Oberoi Hotels & Resorts India**
#1 hotel in the world, 2007 Travel and Leisure

- 9:45 **Refreshment Break and vendor showcase**
- 10:30 **Developing a service profile to recruit, hire and retain the best talent**
Rosemarie Donzanti, Vice President of Customer Care Operation, **CVS Caremark**
Fortune 20, 2007 J.D. Powers and Associates – highest in mail order customer satisfaction 2007 Fortune Blue Ribbon Company
- 11:15 **Customer Connection – Word of Mouth Marketing**
Pati Crowley, Director of Customer Experience, **Bath & Body Works**
Winner of IQPC's 2007 Excellence Award for Call Center Leader of the Year
- 12:00 **Call Center Excellence Awards Panel**
Moderator: Mila D'Antonio, Managing Editor, **1to1 Magazine, 1to1 Media**
- 12:45 **Networking topic table luncheon**

	Track A: Metrics & Performance Improvement	Track B: Talent Management	Track C: Linking VOC to Bottom Line	Track D: Interactive Tools & Technology	Track E: Blue Sky Innovation. Advanced
1:45	Topic to be Confirmed	New! Home Based Agents: Expanding Talent Pool and Gaining Competitive Edge! Nannette Ford, Director Reservations Support, JetBlue	Transitioning from Cost Center to Revenue Generator to Strategic Partner	NEW! Leadership in the Call Center – How Technology Can Motivate Agent Behavior Confirmed: Theresa Hull-Clarke, Associate Director, Call Center Technology and Customer Experience, Bell Canada	Double Session: Training/Leadership – How has training evolved to incorporate blending learning, cross-training and other methods that increase speed to efficiency? How do you change the skill set of supervisors from the old style to performance managers and talent managers?
2:30	Topic to be Confirmed	Topic to be Confirmed Jane Judd, Senior Manager, Customer Loyalty Team, Zappos.com	Developing Revenue Generating Ideas Within your Call Center – Upselling, Cross-Selling	Implementing Knowledge Management Systems	
3:15	Refreshment Break and Vendor Showcase				
3:45	Lean Six Sigma and Process Improvement	HR Internal Call Center: Internal Development- Growth, Development and Career Pathing for Agents Robin Tuck, Manager, HR Service Center and Monica Hubbard, HR Service Representative, Carilion Clinic	Word of Mouth Marketing – How to maximize positive word of mouth and minimize negative word of mouth – Realizing how advanced communication methods can lead to a very rapid spread of word of mouth	First Call Resolution – Revamping Quality and Boosting Morale	Topic to be Confirmed
4:30	Closing Keynote Topic to be Determined				

DAY 5 Post Conference Master-classes and Site Tours Thursday June 26, 2008

8:30 am-1:30 pm Choose J or K

- J** **Master-Class - Building an Intelligent World Class Center (Peak Performance at Minimum Labor Cost) Customizing your Performance for Realizing Maximum Savings on Labor Costs. www.callcentercareers.com**
- OR
- K** **Topic to be Determined**

1:45-4:45

- L** **Site Tour: Zappos.com**
IQPC is pleased to have Tony Hsieh, the CEO of Zappos.com participating in this site tour

DAY 6 Post Conference Site Tours Friday June 27, 2008

9:00-12:00

- M** **Site Tour to be Confirmed**

12:15-3:15

- N** **Site Tour to be Confirmed**

Why Attendees Love Call Center Week:

"I am at Call Center Week because I believe that all of us really believe about putting the customer first and one of the things I really want to celebrate is that this event is twice as big and better than last year. It is so great to be here"
– **Patti Crowley, Director of Customer Experience, Bath & Body Works**

"I love Call Center Week because the conference definitely allows us to understand the innovation that is going on in the business; the technology that is emerging and how we can apply it to drive our customer satisfaction higher"
– **Larry Willis, Director Sales Operations and Customer Service, Black & Decker**

"We are the chair sponsor of Call Center Week 2007. We think this is a fantastic event. We have visited other call center conferences around the country to determine which would be the best place to make a big presence and our conclusion was that IQPC puts on the best event. It is not only fabulous from an operation, sharing information perspective but they always have it in a fantastic hotel and facility. It has been a great experience for us"
– **Gene Schriver, Executive Vice President, Language Services Associates**

Get In-Depth Information about Call Center Week Online
at: www.callcenterweek.com

International Quality & Productivity Center
535 5th Avenue, 8th Floor
New York, NY 10017

- View the 2007 Call Center Week brochure
- Hear testimonials from Call Center Week 2007
- See who won the 2007 Call Center Excellence Awards
- Visit our photo gallery from Call Center Week 2007
- Download Featured Speakers Presentations from CCW 2007
- View top speaker videos from CCW 2007

Your customer registration code is:

When registering, please provide the code above.

Name _____ Job Title _____
Organization _____
Approving Manager _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____
 Please keep me informed via email about this and other related events.
 Check enclosed for \$ _____ (Payable to IQPC)
 Charge my ___Amex ___Visa ___Mastercard ___Diners Club
Card # _____ Exp. Date ___/___
Details for making payment via EFT or wire transfer can be found on preceding page.
 I cannot attend, but please keep me informed of all future events.

10711.002/DEC

5 EASY WAYS TO REGISTER:

- 1 **Web:** www.callcenterweek.com
- 2 **Call:** 1-800-882-8684 or 1-646-378-6026
- 3 **Email:** info@iqpc.com
- 4 **Fax:** 1-646-378-6025
- 5 **Mail:** IQPC
535 5th Avenue, 8th Floor,
New York, NY 10017

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from these path-
breaking organizations:

Bath & Body Works
New York Life
The Venetian
Zappos.com
FISH! A Remarkable Way to
Boost Morale and Improve
Results
Oberoi Hotels & Resorts India
Cross Country Auto
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