



Contact Point

April 2007

The Newsletter of the Toronto Chapter of the International Customer Service Association

Message from the President

April has always been an inspirational month for me. I think it has something to do with the saying, "April showers brings May flowers." There is that little ray of light starting to peek through the curtain of darkness reminding me that winter is just about over and I can start looking forward to a vibrant array of colours in my garden, opening the windows a little more to let the fresh air in and packing away the bulky cold weather gear.

For me it also means my girls are home from university- and after enjoying months of being "kid free," I have some interesting times ahead. My friends asked me how I (and the girls) am going to survive until it is time for them to go back to school in September. Answers are welcome. Don't get me wrong, I love having them at home, but you know the dynamics are a little different after they have been on their own for the last year.

One answer I am told is to stay busy doing what I love. So being a great listener my goal is to keep busy. The next few months are going to be filled with a number of activities for everyone to enjoy (even if you are not in the same boat as myself).

I have the pleasure of speaking at two conferences this month. The first conference is, "5th Annual Government Call Centres" held on April 10-12, 2007. I will be speaking with Corey Atkinson on Emotional Intelligence.

Later this month I will be speaking at the "Complaint Management" with Don Scott on April 19-20, 2007 on "Helping Employees to Learn how to Better Handle Complaints and Difficult Customers." If you have the time, come out and join me. Of course we have two other events this month that are available for you. Check the newsletter for details on all these events.

Don't forget to check out our upcoming May Conference and our Wine and Cheese event in June. July and August will be a surprise, stay tuned for details.

Dolly Konzelmann
President, ICSA Toronto Chapter
905-477-5544
dolly@icsa.on.ca
www.icsa.on.ca

Upcoming Events

Check our website at www.icsa.on.ca under events for full details and registration information.

ICSA Toronto Chapter/VisionMax presents a Webinar on "Cut Costs and Improve Customer Service via 'Self-Serve' Applications"

Many companies believe that the only way to improve customer service is to throw more money at internal customer service systems, to make the CSRs more productive. In other words, you can improve customer service, or cut costs, but not both at the same time. However, it is time for some out-of-the-box thinking!

Location: Dial-in instructions will be emailed upon registration

Date: Fri. April 27/07

Time: 10:00 AM - 11:00 AM

Cost: \$20 Members / \$30 Non-Members

Please Reply no later than Wed. April 25/07
[Details and Registration Here](#)

Client Care Representative Certified Training Program (CCR)

Course Objectives include 1. Learn effective communication skills to improve the agent's ability to deal with customers and co-workers. 2. Identify and practice strategies for effectively managing difficult customer situations. (please see website for complete details)

Location: TBA Mississauga, ON

Date: Wed. April 25/07 to Thurs. April 26/07

Time: 8:30 AM - 5:00 PM

Cost: \$995 Members / \$1220 Non-Members

Please Reply no later than Thurs. April 19/07
[Details and Registration Here](#)

Please see next page for more event listings...



Contact Point

A Marcus Evans Event – “2nd Annual Contact Centre Congress 2007” (full details, on page 6 or [click here](#))

IQPC Conference – “8th Annual Call Center Week” (full details on page 7 or [click here](#))

Federated Press – “Complaint Management Course”

Location: Novotel Hotel, 45 The Esplanade Toronto, ON M5E 1W2

Date: Thurs. April 19/07 to Fri. April 20/07

RSVP To: Federated Press

Telephone: 416-665-6868 Fax: 416-665-7733

Email: info@federatedpress.com

Federated Press - “5th Annual Government Call Centres Conference

Conference Highlights: Hear about the business continuation plan in place at the Ontario Provincial Police contact centre. Discover the strategy Service Canada has designed to manage their national virtual call centre. Learn about the strategy and more.

Location: Novotel Hotel, 45 The Esplanade, Toronto, ON M5E 1W2

Date: Tues. April 10/07 to Thurs. April 12/07

Time: 8:30 AM-5:30 PM

RSVP To: Federated Press

Telephone: 416-665-6868 Fax: 416-665-7733

Email: info@federatedpress.com

Registration Information:

RSVP To: Dolly Konzelmann

Phone: 905-477-5544

Email: dolly@icsa.on.ca

Web: www.icsa.on.ca

April is Daffodil Month

We fight all cancer.



The yellow daffodil stands for the fight against all cancer. When you give money to the Canadian Cancer Society, your donation Helps fund research to fight breast, colorectal, lung, ovarian and every other type of cancer.

Your money also provides support services, counselling, and last year, in Ontario alone, helped almost 18,000 patients attend over 100,000 appointments.

Please remember the yellow daffodil, and all it has done, when you see volunteers canvassing door to door in your area this April.

The Canadian Cancer Society's annual [Daffodil Days](#), where volunteers take to the streets from March 29 to April 1 to sell the bright, cheerful buds, kick off the month of cancer awareness and fundraising.

This year marks the 50th anniversary of *Daffodil Days*.

Inspirational Quote

Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.

- Leo Buscaglia



Contact Point

The International Customer Service Association Toronto Chapter is excited to announce its 10th Annual Customer Service Conference entitled, “**Spotlight on Customer Service.**” We have combined dynamic speakers presenting on the issues most relevant to customer service professional covering a wide range of topics you will want to hear about. This conference will be covering a lot of new information - guaranteed not to be the “same old” stuff you have heard before.

What is so special about this conference?

- *Value* – Unbelievable value, you can afford to send a group of your staff
- *Variety* – From change management to stress management and everything in between
- *Speakers* – Well-respected and recognized leaders who have a lot to share
- *Location* – Centrally located
- *Parking* – Free
- *Vendors* – Select vendors ready to speak to you about their products and services
- *Prizes* – Lots of great door prizes
- *Interactive* – No worries of being bored here
- *Book Signing* – Get discounted rates from our talented speakers on their books
- *Networking* – Meet other service professionals
- *Knowledge* – Stay ahead of the crowd and be information rich
- *Skills* – Learn new ideas and hone your skills

Look at what you will learn:

- ✓ Turning Customer Service into a Sustainable Advantage
- ✓ How developing your intuition ting! can help achieve breakthroughs in the way you/your staff listen and respond to clients and customers
- ✓ Learn how you can begin to revive your mind, body and spirit right from where you are seated today!
- ✓ Secrets of a successful home agent program
- ✓ How to make Customer Service Meaningful
- ✓ Creating a High Performance Work Culture
- ✓ Enhancing your skills to provide exceptional service
- ✓ How you can interact more effectively with all types of people
- ✓ Surviving change in a hurried world

Location: RBC Building, 6880 Financial Drive – Tower 2, Mississauga, ON L5N 7Y5

Date: May 10th - 11th, 2007

Investment: Starting as low as \$169.00. [Click here for Brochure and Registration](#)

For more information, email Dolly Konzelmann at, dolly@icsa.on.ca or call 905-477-5544.

Can't make it to the conference? Our presenters are available for onsite workshops. Call us for discounts and more details.



Contact Point

CAREER OPPORTUNITIES



SIGNATURE VACATIONS, one of Canada's leading Tour Operators, has an exciting career opportunities in our head office location.

Customer Support Officer In this role you will be responsible for providing support to our customers both pre and during travel. The ideal candidate will have excellent communication and customer service skills. The ability to work flexible hours as well as 1-2 years Travel Industry experience is also required.

If you are interested in this opportunity to join our winning team, please send your resume and cover letter to:

Human Resources
Signature Vacations
1685 Tech Ave, Unit #2
Mississauga, Ontario
L4W 0A7
Fax: (905) 614-4065 or
Email: hr@signature.ca

Please include position title in subject line.

Friendly reminder

ICSA - TC membership renewals are **now due**.

Individuals memberships are \$75.00 and

Corporate membership are \$295.00. Corporate membership allows everyone in your organization to attend our events at discounted rates and enjoy all the other benefits.

Questions can be emailed to editor@icsa.on.ca

The Toronto ICSA Chapter Newsletter

Please forward any submissions or suggestions to editor@icsa.on.ca

The Toronto Chapter ICSA Executive Contact Us !!!

For a complete list of contacts, please visit our website: www.icsa.on.ca

Cut Costs and Improve Customer Service via “Self-Serve” applications

Presented by: VisionMAX

Picture the following common scenario: a customer needs to make an inquiry about her account, or wants to make a small change to the service she is receiving. She calls the company’s Customer Service number, spends several minutes going through various voice-prompts entering (and re-entering) account information, chats with various tiers of Customer Service Representatives (CSR), then finally speaks to the right person to get the information desired or make the change. What did this final CSR do? The odds are he looked up information in one (or several) computer systems and made some changes to the customer’s account. This cost the customer about ½ hour of her time, and cost the company \$50 - \$100 in Call Centre costs.

Many companies believe that the only way to improve customer service is to throw more money at internal customer service systems, to make the CSRs more productive. In other words, you can improve customer service, or cut costs, but not both at the same time. However, it is time for some out-of-the-box thinking!

In the above scenario, why not empower the customer to do the inquiry or make the account changes herself? Companies that have opened up the “back-office” systems to customers have been able to:

- Improve customer satisfaction
- Slash costs by reducing the number of calls coming in to the Call Centre
- Reduce the number of errors introduced into the company’s data bases
- Speed up transactions and reduce time-to-market

So – if it makes so much sense to open up the “back-office” systems to customers, why aren’t more companies doing it? A major reason for many companies is that they are operating legacy “green-screen” systems that would be cumbersome or impossible for customers to navigate through. However, this concern is misplaced. There are many tools now available that allow companies to tie together information from various legacy systems and present it to subscribers securely through a PC web browser, PDA browser, and telephone IVR. Here are some recent examples that VisionMAX has done for clients:

1. Ontario Government
 - a. Ministry of Training, Colleges and Universities – allow Private Career Colleges to register and update their courses on-line over the Internet.
 - b. Ministry of Consumer and Business Services – allow new businesses in Ontario to register themselves on-line over the Internet.
2. Bell ExpressVu
 - a. Allow subscribers to receive interactive instructions via telephone interactive voice response (IVR), PC web browser over the Internet, and via the TV set-top box to swap out control cards in Satellite TV set-top receivers. This application was so successful that the vast majority of the >1M subscribers were able to swap out the card without contacting the Call Centre.
 - b. Modify their service (e.g., activate a receiver in the cottage; deactivate while on vacation) through PC web browser, TV set-top box, and phone IVR.
 - c. It can be difficult to figure out what package of channels makes most sense for a subscriber. We created an application accessible over the set-top box or PC web browser that allowed a subscriber to view his current programming, see the packages that are available, do a “what-if” of changing packages, see recommendations on what to move to, support impulse buy, and change the package.

So, when it comes time to look at your next investment in the Call Centre, why not see if it is possible to empower your customers. It can be a WIN-WIN situation for all involved!



2nd Annual Contact Centre Congress 2007

7-8 August 2007, Edsa Shangri-La, Manila

The call centre industry is an emerging industry in the Philippines. The Philippine government estimates that the Philippines could capture 50 percent of the total world English-speaking market in 2008. According to industry forecasts, more than a million Filipinos would be employed in the call center industry, with more than US\$ 12 billion revenue in the year 2010.

The contact centre industry in Asia Pacific is bustling with developments- from offshoring and outsourcing, to the migration of contact centres towards Internet Protocol, and a renewed focus on customer service in several developing economies in Asia.

Contact centres will continue to become a major part of the enterprise and move away from merely being the front desk of the organisation. Contact centres are becoming an integral tool that helps drive productivity while increased customer visibility helps enterprises in improving their sales and marketing strategies.

People, operations and technology are the 3 subjects which play an important role in a contact centre. Improvising and excelling in these 3 areas should be the number one priority of all contact centre executives in order to achieve the ultimate goal- productivity.

2nd Annual Contact Centre Congress 2007 is designed to cater to the needs of people from the Human Resource, Customer Service, Operations and Information technology department of a contact centre. Strategically streamed into 6 streams, this year's event brings together the latest and innovative ways to battle staff attrition and increase productivity in contact centres.

For further information, please visit, <http://www.apac-contactcentre.com/> or [click here](#) for brochure.

**** ICSA members will receive a 10% discount off the registration fee upon registering with our Official Registrar. (Kindly contact, Ms. Tan Peng Pheng for the registration form and quote 'EN discount-ICSA on the booking form.)**

Contact person: Ms. Tan Peng Pheng (Senior Marketing Executive)
Telephone: +603 2723 6614
Fax: +603 2723 6699
Email: TanP@marcusevanski.com
Event website: <http://www.apac-contactcentre.com>





Contact Point

IQPC Conference Call Center Week – keycode: "ICSA"

Dear Colleague,

The **International Customer Service Association- Toronto Chapter (ICSA- TC)** as part of our mission to help professionalize the industry is participating in the **8th Annual Call Center Week** conference hosted by IQPC which is being held on **June 25 - 28, 2007** at The Venetian Resort Hotel Casino, in Las Vegas, NV. I wanted to let you know that your association with the ICSA entitles you to a **15%** discount on this conference. Just quote **CCWISCA** when registering!

Call Center Week is the largest case study driven call center event in the marketplace. No other event comes close in providing so many sessions run by practitioners for practitioners. Experience highlighted sessions from **Ritz-Carlton Hotel Company, L.L.C., Westfield, Continental Airlines, VW Credit, Bath and Body Works, Starbucks Coffee Company, Stowe Mountain Resort, Schneider Electric, Best Buy and The NBA's Seattle Supersonics WNBA'S Seattle Storm**. The 8th annual conference will include 400+ attendees, 30+ case studies, 6 keynote addresses, call center excellence awards, interactive workshops, call center site visits and much more...

Gain First Hand Advice on:

- Shifting from product-oriented service - centers to **customer oriented profit centers**
- **Workforce Management** - Model for controlling Chaos
- Initiating a contact center **technology overhaul**
- Evaluating voice-of-the-customer **metrics**
- Front-line **leadership development**
- Creating customer **advocates**
- Integrating quality to include **first call resolution**

Join the leaders in the call center industry and register now by calling 1-800-882-8684, visiting us at <http://www.iqpc.com/us/callcenterweek/icsa>, or emailing info@iqpc.com. Your registration code is **CCWISCA**.

Regards,
Dolly Konzelmann
President, ICSA-TC
905-477-5544
dolly@icsa.on.ca
www.icsa.on.ca



ServiceMinds^{inc.}

Exceptional Customer Care Environments

www.serviceminds.com Helping you achieve High Performance for better service and lower cost