SQM's 2011 Call Center Industry Conference

Recognizing Award Winning Call Centers and Sharing FCR, Csat, Esat
and Customer Retention Research and Best Practices

SQM's 13th Annual Call Center Industry Conference

Dates: Thursday, November 17th, 2011
Location: Westin Harbour Castle, Toronto, Ontario

Call Center Industry Research – on First Call Resolution, Employee Satisfaction, Customer Satisfaction and Retention Performance

(This session is for management and executives)
Time 8:00 to 10:00

Presenter: Mike Desmarais, President and Founder, SQM

This presentation is based on SQM's benchmarking of over 450 leading North American call centers on FCR, Esat, Csat and customer retention. SQM's benchmarking study participants include organizations such as 33 Blue Cross Blue Shield Plans, Capital One, CitiFinancial, Discover Financial, GMAC, Marriott, MBNA, Rogers, Scotiabank, U.S. Bank and UPS.

Specifically, SQM will share key research findings…

- VoC and VoE benchmarking comparison by industry and world class call centers
- Call center impact on customer retention
- High level and detailed FCR, Esat and Csat ratings
- Amount of revenue call centers protected and lost
- Unresolved calls impact on operating costs
- Top 5 repeat call reasons and their improvement opportunity for financial savings
- Targeted opportunities for reducing repeat calls
- Operational benchmarking data for over 45 metrics

Management Track	*Executive Track*
FCR Improvement Workshop (10:30 to 3:30) (This workshop is designed for managers who want to use customer feedback to improve their FCR performance) **Facilitated by: Sarah Kennedy, SVP, SQM** **FCR Improvement Workshop…** By attending this workshop managers will gain new skills and a proven process for effectively utilizing customer feedback to improve process, procedures and technology, in order to improve FCR. Specifically, managers will learn how to use SQM's Repeat Call Reduction IDCA Improvement Cycle process for **identifying** repeat call reasons that need to be improved, **developing** and presenting solutions for reducing repeat calls, **checking** to see if the test pilot implemented has reduced repeat calls and **acting** to achieve the greatest benefit from reducing repeat calls for entire call center.	**FCR Best Practices Session (10:30 to 3:30)** (This session is designed for Senior Executives who want to learn more about SQM's ground-breaking research on how first call resolution impacts company brand, customer experience, loyalty and Moments of Truth best practices for ensuring positive memorable customer experiences. Limited to 15 Senior Executives by invitation only) **Facilitated by: Mike Desmarais, President and Founder, SQM** **FCR Best Practices for…** • Ground-breaking research on how FCR impacts call center customer experience, brand and loyalty • Who and how customers inform others about their call center experience • Customer service vs. customer experience • Defining what a positive memorable customer experience is • Using Moments of Truth best practices for ensuring positive memorable customer experience • Measuring call center customer experience • Negative and positive feelings associated with customer experience • Importance of the vision, mission and customer experience statement • Bonus and recognition programs that support the customer experience concept • Technology enablers that support the customer experience concept
Lunch: 12:00 to 1:00	

SQM Call Center Industry Awards, Dinner and Entertainment
(5:00 to 11:00)

This is SQM's 13th Annual Most Prestigious North American Call Center Industry 2011 Awards for Service Quality Excellence – as judged by customers who call the call center and by employees who work in the call center. SQM will be presenting Service Quality Excellence Awards and Certificates in the following categories…

- Call Center Customer and Employee Satisfaction
- Certified World Class Call Centers, Supervisors and CSRs
- CSR of the Year and Top 10 Finalist CSR Awards
- Supervisor of the Year and Top 5 Finalists for Supervisor Awards
- Call Center of the Year Award

This year's event features a fabulous 3 course dinner paired with world class wines and includes fabulous entertainment…

- Cocktail hour from 5:00 to 6:00
- Dinner and Awards presentation from 6:00 to 9:00
- Dancing from 9:00 to 11:00 (DJ mix master)

The entertainers this year will be

- **Divas Las Vegas.** Sneak preview at: http://divaslasvegas.org/
- **DJ Discretion.** Sneak preview at: http://www.getyourmindrightradio.com/

(Formal Business Attire Requested) Award acceptance photo prints available at event.