



SQM's 2011 Call Center Industry Conference

2011 Call Center Industry Conference Description

SQM's 2011 Call Center Industry Conference is about recognizing Award Winning Call Centers and sharing first call resolution (FCR), employee satisfaction (Esat), customer satisfaction (Csat) and customer retention research and best practices.

SQM recognizes award winning call centers for their FCR, Esat, Csat and customer retention performance ([click here for award details](#)). In addition, we will recognize call centers, supervisors and CSRs that have been certified for achieving world class Csat distinction performance ([click here for certification details](#)). Our awards and certification programs are the most credible and rewarding recognition programs in the call center industry because they are based on the customer's experience calling a call center. Our awards celebration dinner is the most prestigious event in the call center industry. The awards and certificates are highly coveted by CSRs, supervisors and call centers. Receiving these awards and certificates in front of 500 call center peers is extremely gratifying.

SQM benchmarks over 450 leading North American call centers on an annual basis and has been conducting FCR / Csat benchmarking studies since 1996 ([click here for benchmarking details](#)). On an annual basis, SQM conducts over 1 million surveys (over 450,000 live surveys and over 550,000 IVR surveys) with customers who have used a call center. In addition, SQM also conducts over 25,000 surveys yearly with employees who work in call centers. Our experience in FCR, Esat and Csat measuring, benchmarking, tracking, evaluating and helping call centers improve is unsurpassed and enables us to provide call centers with best practices for developing and implementing world class FCR, performance, lowering their operating cost and retaining customers.

At this year's conference there are two distinct learning tracks:

1. Executive Track (by invitation only)

- This session is designed for Senior Executives who want to learn best practices for improving FCR and customer retention from SQM's research (the gold standard) and their peer group.

2. FCR Improvement Track (CSRs/Managers)

-This workshop is designed for all those who want to gain new skills and a proven process for effectively utilizing customer feedback to improve processes, procedures and technology, in order to improve FCR.

Why You Should Attend

Discover best practices and radical new thinking on:

- Why the call center's primary role should be about retaining customers
- Why you should use SQM's Customer Protection - CP SCORE™ for measuring and managing customer retention
- World class call center metrics and standards
- Ways that technology can be used to improve FCR
- Why serious investment in call escalation pays dividends
- How and why quality assurance needs to incorporate customer feedback
- How to create CSR and management Csat bonus and recognition programs
- A process for improving FCR and customer retention performance

Who Should Attend?

- Call center vice presidents and directors that have frontline (CSR) responsibilities
- Staff managers that have responsibilities for improving call center FCR and customer retention performance
- Senior staff managers that have call center quality assurance responsibilities

Location and Dates

The Westin Harbour Castle, Toronto, Ontario

November 17, 2011

- Executive Track 8:00 AM to 3:30 PM (by invitation only)
- FCR Improvement Track 8:00 AM to 3:30 PM
- Awards Dinner 5:00 PM to 9:00 PM (with dancing until 11:00 PM)