



SQM<sup>®</sup>

OFFICIAL AWARDS GUIDE '09



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MANAGEMENT

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# LETTER FROM THE PRESIDENT

SQM'S 11<sup>TH</sup> ANNUAL CALL CENTER 2009 AWARDS PROGRAM  
AS JUDGED BY YOUR CUSTOMERS AND EMPLOYEES

November 19, 2009

Dear SQM Guest,

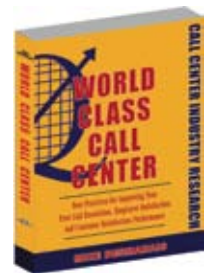
Thank you for choosing to attend this year's 2009 awards dinner and conference. I promise you that this will be an event you will remember for years!

At this year's awards dinner, we will recognize 28 organizations with 34 different awards including Call Center of the Year, World Class Certification, First Call Resolution (FCR) Improvement, Highest Employee Satisfaction (Esat) and Highest Customer Satisfaction (Csat).

Also, we will be recognizing 11 World Class CSRs who are the best of the best Certified World Class CSRs and of those 11 CSRs, we will announce the 2009 CSR of the Year. The CSR of the Year will be given \$1,000 in cash at the awards dinner. This year we certified more than 2800 World Class CSRs, which is double the number of last year.

For the first time, we will be recognizing six World Class Supervisors who are the best of the best Certified World Class Supervisors and of those six Supervisors, we will announce the 2009 Supervisor of the Year. The Supervisor of the Year will also be given \$1,000 in cash at the awards dinner. We believe that Supervisors are a key ingredient to creating World Class FCR, Esat and Csat call centre performance.

This year has been an exciting one at SQM with the publishing of my book, *World Class Call Center*. We are thrilled to be launching this book at this year's award conference. The purpose of the book is to help call center managers improve their FCR, Esat and Csat performance. SQM has been benchmarking, tracking and helping leading North American call centers to improve their performance for longer than 14 years. In fact, more than 70 percent of our tracking clients improve their FCR performance year over year. As a result of benchmarking in excess of 400 call centers and surveying more than one million customers and 25,000 CSRs on an annual basis, SQM has gained valuable insights into call center FCR, Esat and Csat performance. These valuable insights have resulted in the best practices presented in the book, which have been validated by world class call center leaders. Again, we look forward to sharing world class call center research and best practices at this year's award conference.



In closing, I would like to congratulate all the award winning organizations and their CSRs and Supervisors who received World Class Certification. Your world class performance is vital to your organization's success.

Thank you!

Sincerely,

President & Founder | SQM Group



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## SQM ANNOUNCES OUR 11TH ANNUAL MOST PRESTIGIOUS NORTH AMERICAN CALL CENTER SERVICE QUALITY AWARD OF EXCELLENCE WINNERS FOR 2009

JUDGED BY CUSTOMERS WHO CALLED A CALL CENTER  
AND EMPLOYEES WHO WORK IN A CALL CENTER

SQM benchmarks more than 400 leading international call centers annually and has been doing first call resolution (FCR), employee satisfaction (Esat) and customer satisfaction (Csat) benchmarking studies for longer than 14 years. Each year, SQM conducts in excess of one million surveys with customers who have called a call center. SQM also conducts more than 25,000 surveys annually with call center employees. Its customer and employee survey benchmarking databases are among the largest in North America. SQM does business in nine countries: Canada, United States, Argentina, Australia, Puerto Rico, India, Philippines, Costa Rica and Mexico. Based on the call center benchmarking studies, SQM awards excellence in customer and employee satisfaction for the call center industry. It has recognized top performing call centers for customer and employee satisfaction since 1998. SQM awards are based on customers who have used a call center and employees who work in a call center. SQM conducted the benchmarking studies for the period of October 1, 2008 to September 30, 2009.

For each call center that participated in the customer benchmarking study, SQM completed 400 post-call phone surveys, conducted by SQM's telephone survey representatives. A sample size of 400 surveys provides a margin of error +/- five percent with a confidence level of 95 percent. All customer post-call phone surveys have 12 or more questions and take approximately five minutes to complete. The surveys were conducted within two business days of the customers' calls to the call center in order to understand their satisfaction with their call center experience. SQM uses an in-depth post-call customer survey approach that consists of both rating questions and follow-up customer feedback questions that can be used to help the call centers improve their FCR and Csat performance.

In addition, for each call center that participated in the employee benchmarking study, SQM completed a minimum of 100 customer service representative (CSR) surveys or if the call center had less than 100 CSRs, 90 percent of the CSR workforce completed surveys. All employee surveys had 50 or more questions and were conducted online at the CSR and supervisor levels. This confidential employee online survey took approximately 30 minutes to complete. SQM uses an in-depth online employee survey approach that consists of both rating questions and follow-up employee feedback questions. The employee survey focuses on the call center's FCR, Esat and Csat performance from a CSR and supervisor perspective and provides opportunities to improve the call center's FCR performance in terms of people, process and technology practices. SQM has 34 different awards that recognize the top performing call centers. These prestigious Call Center Awards are presented at our Annual Conference held in Toronto November 18th and 19th, 2009.

# AWARDS

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## CALL CENTER OF THE YEAR

### ORGANIZATION

VSP Vision Care (California)

*Criteria used for Call Center of the Year are based on having the highest combined customer and employee overall very satisfied (top box response) rating*

## CALL CENTER WORLD CLASS CALL CERTIFICATION

### ORGANIZATION

Blue Cross & Blue Shield of Massachusetts  
Blue Cross & Blue Shield of Rhode Island  
CAA Insurance Company (Ontario)  
Canadian Tire Financial Services (CRCC)  
Canadian Tire Financial Services (Roadside Assistance)  
Capital One (High-Spend Department)  
Citi Retail Services, Credit Operation (Arizona)  
Citi Client Services - Dealer Support (Ontario)  
Davis + Henderson (Ontario & Quebec)

Insurance Corporation of BC (Claims Division)  
Jackson National Life Insurance Co. (Michigan)  
Marriott Systems Support Center (Maryland)  
Rogers Business Support Group (Central)  
Scotiabank (Alberta, Nova Scotia & Ontario)  
Scotiabank Global Transaction Banking (Ontario)  
Sun Life Financial Group Retirement Services (Ontario & Quebec)  
VSP Vision Care (California & Ohio)

*Criteria used for Call Center World Class Call Certification are 70 percent or higher of the calls are at the world class level for six months or more in 2009. SQM's world class call criteria are based on the customer's call being resolved, the customer is overall very satisfied (top box response) with their call center experience and the customer service representative*

## CUSTOMER SATISFACTION /FCR AWARDS

### ORGANIZATION

### AWARD

#### HIGHEST CUSTOMER SATISFACTION FOR THE CALL CENTER INDUSTRY AWARDS

Citi Retail Services, Credit Operation (Arizona)  
U.S. Bank  
TD Canada Trust  
ATCO I-Tek

1. Highest Customer Satisfaction  
2. Best Selling Customer Satisfaction  
3. Highest IVR Customer Satisfaction Self Serve  
4. Highest IVR Navigation to the Right CSR

*1. This award recognizes the call center with the highest world class call rating 2. This award recognizes the call center with the highest customer satisfaction (top box response) rating for selling approach 3. This award recognizes the call center with the highest overall customer satisfaction (top box response) rating for a self serve IVR 4. This award recognizes the call center with the highest IVR navigation to the right CSR the first time*

#### HIGHEST CUSTOMER SATISFACTION BY SPECIFIC INDUSTRY AWARDS

TD Canada Trust  
Jackson National Life Insurance  
VSP Vision Care  
Blue Cross & Blue Shield of Kansas  
OfficeMax  
Arizona Public Service  
Rogers Business Support Group  
Insurance Corporation of BC (Claims Division)  
Marriott Systems Support Center  
Region of Halton & 211 Ontario (Tie)

Banking  
Financial  
Insurance  
Health Care  
Retail/Service  
Energy  
Telecommunications/TV  
Union  
Helpdesk  
Government

*Criteria used for highest customer satisfaction for each specific industry/sector are based on having the highest world class call rating for an organization*

#### FCR IMPROVEMENT AWARDS

LoyaltyOne - The AIRMILES Group  
Blue Cross & Blue Shield of Kansas  
Blue Cross & Blue Shield of Alabama  
Blue Shield of California  
Insurance Corporation of BC (Contact Div.)  
Whirlpool  
Premera Blue Cross

*Criteria are based on a six percent or greater annual FCR improvement from the most recent study within the last two years*

# AWARDS

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## EMPLOYEE SATISFACTION AWARDS

### AWARD

### ORGANIZATION

VSP Vision Care (California)

*Criteria used for highest employee satisfaction for the call center industry are based on having the highest employee overall very satisfied (top box response) rating with working in their call center*

Banking  
Insurance  
Energy

Scotiabank  
VSP Vision Care  
Arizona Public Service

*Criteria used for highest employee satisfaction for each specific industry are based on having the highest employee overall very satisfied (top box response) rating with working in their call center*

Insurance Corporation of BC (Claims Division)

*Criteria is based on highest Esat improvement from previous year*

Canadian Tire Financial Services (CCR)  
Canadian Tire Financial Services (CSG)  
Scotiabank (Halifax)  
VSP Vision Care (California)

*Criteria are based on 50 percent or higher of employees who rate their overall experience of working in the call center as very satisfied (top box response) rating*

**HIGHEST EMPLOYEE  
SATISFACTION FOR THE CALL  
CENTER INDUSTRY AWARD**

**HIGHEST EMPLOYEE  
SATISFACTION BY SPECIFIC  
INDUSTRY AWARDS**

**MOST IMPROVED EMPLOYEE  
SATISFACTION**

**WORLD CLASS EMPLOYEE  
SATISFACTION AWARDS**

## CSR FINALISTS FOR CSR OF THE YEAR

### EMPLOYEE

### ORGANIZATION

<b>Christina Hall</b>	LoyaltyOne - The AIRMILES Group
<b>Freda Lockhart</b>	Blue Cross & Blue Shield of North Carolina
<b>Laura Antle</b>	Rogers
<b>Wayne Carter</b>	Rogers
<b>Valerie Gervais</b>	Rogers
<b>Ron Boranprasit</b>	Rogers
<b>Carlee Portolesi</b>	Scotiabank
<b>Shalini Sivananthan</b>	Scotiabank
<b>Ashley Hanlon</b>	Sun Life Financial
<b>Lauren Brown</b>	Sun Life Financial
<b>Lisa Meredith</b>	VSP

*To be eligible the customer representative must be a World Class Certified customer representative. The criteria for a Certified World Customer Representative is 70 percent or higher of the calls surveyed are at the world class call level. Call Center Management must send an example of a great customer service story that a CSR delivered.*

## SUPERVISOR FINALISTS FOR SUPERVISOR OF THE YEAR

### EMPLOYEE

### ORGANIZATION

<b>Michelle Medeiros</b>	LoyaltyOne - The AIRMILES Group
<b>Maria Heighington</b>	LoyaltyOne - The AIRMILES Group
<b>Lucy Isherwood</b>	Rogers
<b>Susan Fordyce</b>	Rogers
<b>Lisa Jones</b>	Sun Life Financial
<b>Jeff Weber</b>	Sun Life Financial

*To be eligible the supervisor must be a World Class Certified supervisor. The criteria for a Certified World Class Supervisor is 70 percent or higher of the calls surveyed are at the world class call level. Call Center Management must also send one or two examples of great Csat CSR Coaching stories.*



















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