

Welcome to  
Economy and Impact on the  
Call Center Industry

Customer Contact Performance Forum  
Webinar

[www.ContactCenter.ning.com](http://www.ContactCenter.ning.com)

February 26, 2009: 1:30 – 2:30 PM ET

# Thank you for joining us!

- For those attending who aren't members of our forum, please go to [www.ContactCenter.ning.com](http://www.ContactCenter.ning.com) to join and receive notices of our free webinars. Invite your colleagues!

## Future Events

- **March 5:** Driving Optimal Contact Center Performance: Hiring the Right Agents Up-Front
- **March 19:** Topic to be announced
- **March 26:** Web 2.0 Strategies for the Contact Center
- **May 7:** Customer Equity Management (CEM) - it's not your father's CRM

Available to register soon!

- April 9: Zappos on Customer Service
- April 23: Xtream Customer Satisfaction 101 - “Achieving Customer Loyalty in a Commoditized Market”
- Join [www.contactcenter.ning.com](http://www.contactcenter.ning.com) to register and get updates on events

# Housekeeping

1. Attendees are muted.
2. Please ask your questions using the Q&A function. We will address these at the end of the session.
3. This webinar is being recorded (audio portion only). The PowerPoint and audio recording will be available after the session at [www.respondedesign.com/webinar](http://www.respondedesign.com/webinar) (for download or play from the site).
  - All questions asked for the Q&A session will be anonymous.
4. Please add [kjackson@respondedesign.com](mailto:kjackson@respondedesign.com) to you email list to avoid notifications going to you spam file.
5. Please help us by taking the survey after the session. Constant improvement is our goal!
6. The MER survey that is the foundation for this session can be downloaded at [www.respondedesign.com/webinar](http://www.respondedesign.com/webinar)

# Webinar Objectives

1. To discuss the “pain points” revealed in the survey concerning how the economy is affecting contact centers
2. To give attendees practical ideas concerning how to meet these challenges
3. To allow attendees to suggest future “contact center & the economy” webinar topics (through the Q&A session and post webinar survey)

# Panelist Introduction

- **Bruce Belfiore:**
  - CEO, BenchmarkPortal
  - Senior Researcher, Center for Customer-Driven Quality
- **Chad McDaniel:** President, MER
- **Michael Nessler:** Executive Vice President – Global Operations, Intercall
- **Phil Grudzinski:**
  - Vice President/General Manager, International Insurance Service, American Express
  - Chairman, American Teleservices Association
- Moderator: **Kathryn Jackson**, Associate, Response Design



## Bruce Belfiore

- CEO of BenchmarkPortal
- Senior Research Executive, Center for Customer-Driven Quality, Purdue University
- Dean, College of Call Center Excellence
- Co-author with Dr. Jon Anton, Adjunct Professor, Purdue University on contact center research topics
- Co-inventor of Simbly™, a patented symbol language with contact center applications

## Bruce Belfiore: Hot Points from Study

- Contact Center Managers are on overload due to economic pressures
- Too many moving parts
- Not enough tools to guide them reliably
- Vital to find metrics and methods to act as North Stars - - to make intelligent decisions
- Important to carve out time for themselves – training and peer sharing opportunities to find best practices for perilous times.



## Chad McDaniel

- President – M.E.R. Inc. (McDaniel Executive Recruiters)
- Specialized Executive Search firm for the Managed Services Industry including (outsourcing, BPO, CRM, Direct Marketing, Call Center)
- Multiple white papers and other industry related materials provided to the industry
- Search/placement, compensation, resume and offer negotiation expert

## Mike Nessler

- Executive Vice President of Global Operations for InterCall – largest conferencing company worldwide with revenues of over \$1b.
- 16 years of experience in contact center, IT outsourcing including operations and development and most recently in conferencing in operations, IT, sales and general management roles
- AT&T, Convergys, Fugitsu, and InterCall/West

## Mike Nessler – Hot Points from Study

- Environment has everyone in panic mode which slows analysis and action
- Traditional actions to address service issues may not be enough to lead through the panic
- Capital and operating expenses in companies are being managed extremely tightly – short term projects with immediate return are a must
- Process performance and cause management becomes more critical in these times
- Upgrading talent levels where possible is a must



## Phil Grudzinski

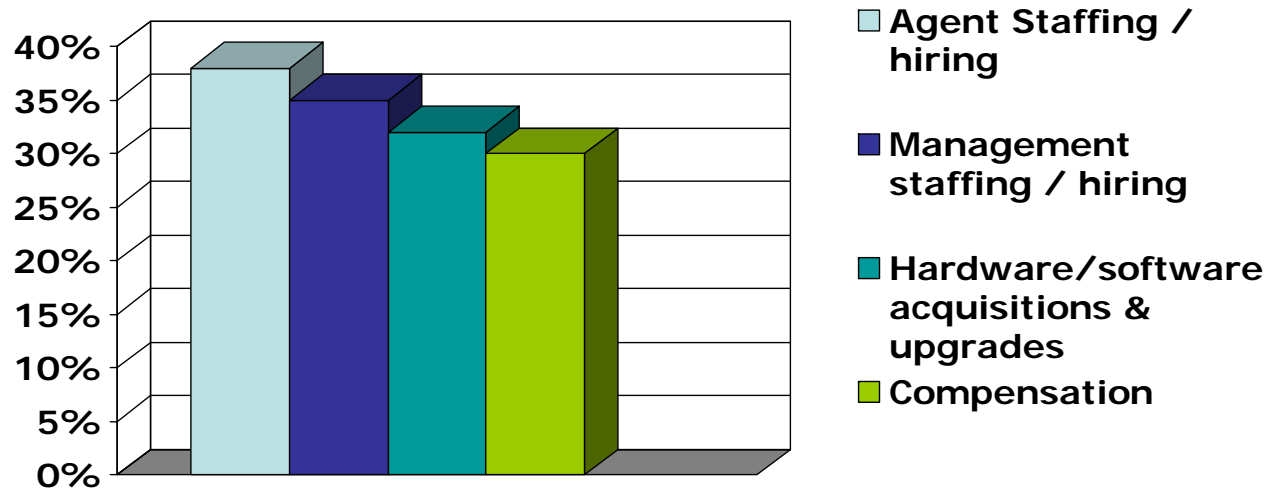
- VP/GM International Insurance Services – AMEX  
Chairman of the American Teleservices Association
- Currently responsible for managing all aspects of marketing and distribution for Amex worldwide, including a global network of outsourced and insourced telemarketing operations.
- Prior to Amex, Phil was responsible for all Cross Marketing activity for the GE Private Label, Bankcard and Sales Finance businesses across the US, Canada and Latin America. 70% of all business generated was through teleservices.
- Currently serving a second term as Chair of the ATA

## Polling Question

- Is the current economic downturn negatively affecting your call center operation?

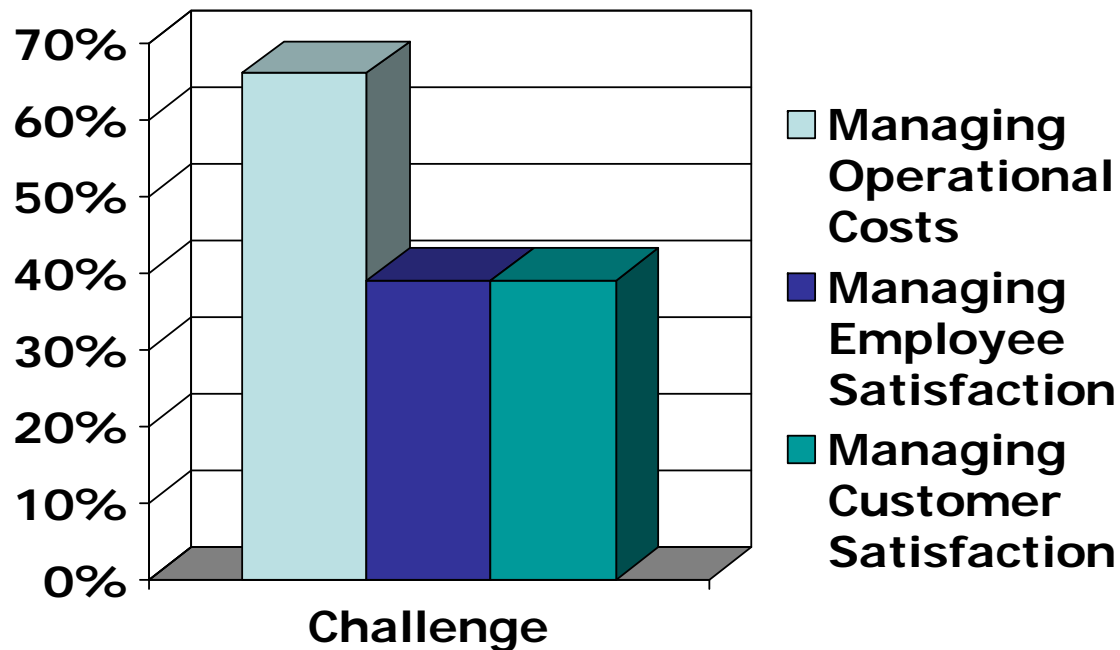
## Hardest Hit Areas

- In the survey, **over 85%** of the 815 respondents said that the current economic downturn was negatively affecting their call center operations.
- According to those responding, the hardest hit areas were:



# Biggest Challenges

The survey also asked what respondents saw as the biggest challenge for the call center industry over the next 24 months.



## First Panel Topic: Impact of the Economy

1. What areas of the call center industry have you seen affected (or believe will be affected) by the economic downturn?
2. What are some practical ways to address these challenges?

## Second Topic: Next New Initiative

- The survey asked what respondents saw as the next new initiative for the call center industry.
- The top response was increasing automation so customers could self-serve.

## Second Panel Topic: Next New Initiative

1. What new initiatives do you see as important in the coming months / years?  
Why?
2. How can we approach these new initiatives in a fiscally responsible fashion?

## Third Panel Topic: Positive Outcomes

What positives do you see as a result of this current economic downturn for the contact center industry?

## Fourth Panel Topic: Recommendations

Put yourselves in the role of an executive facing the current economic downturn.

1. What would your priorities be today to ensure your future success?
2. What would your first actions/decisions be?

# Attendee Q&A Session

## Session Wrap Up

- **Thank you for attending.**
- **Thanks to all our panelists.**
- **Please document in the post survey what “contact center & the economy” topics you would like to see in the future**
- **Go to [www.contactcenter.ning.com](http://www.contactcenter.ning.com) to stay connected**
- **[www.respondesign.com/webinar](http://www.respondesign.com/webinar) for webinar downloads (this session will be available no later than March 2)**