



60 Ideas in 60 Minutes: 2007 Session

Date: September 2009

Author: David L. Butler, Ph.D.

Telephone: 601.447.8300

Email: David.Butler@nationalcallcenters.org

THE NATIONAL ASSOCIATION OF CALL CENTERS
100 South 22nd Avenue
Hattiesburg, MS 39401
Telephone: (601) 447.8300
Email: david.butler@nationalcallcenters.org
Website: www.nationalcallcenters.org

Copyright © 2009 National Association of Call Centers. All rights reserved.

Reproduction in whole or in part by any means is prohibited without written permission from the National Association of Call Centers.

This report is the property of the National Association of Call Centers and is made available to paying members of the organization. Reproduction or disclosure in whole or in part, by any means, to parties who are not members of the National Association of Call Centers is prohibited. This report shall be treated at all times as a confidential and proprietary document for internal use only. The National Association of Call Centers reserves the right to cancel your membership in full or to seek legal remedy if its information is copied or distributed to any individual or entity outside of the member organization without the written approval of the National Association of Call Centers. The distribution of this document to non-paying members of the National Association of Call Centers diminishes the membership benefits of everyone.

Table of Contents

Section	Page Number
Author.....	i
Copyright.....	ii
Table of Contents.....	iii
Executive Summary.....	1
Methodology.....	2
Participant Introductions.....	3-5
Round 1.....	6
Round 2.....	7-8
Round 3.....	9-11
Round 4.....	12-14
Round 5.....	15-17
Round 6.....	18-20
Round 7.....	21-23
Round 8.....	24-26
Round 9.....	27-28
Round 10.....	29-30
Thank You.....	31

60 Ideas in 60 Minutes: 2007 Session

Executive Summary

Conceived by current NACC Research Director Paul Stockford, the idea for the “60 Ideas in 60 Minutes” conference session originated with Call Center trade shows in the mid-1990s. The objective was to provide as many useful ideas as possible to the contact center professionals in attendance, and to do that within the confines of a 60 minute conference session. In order to meet that objective and to ensure an interesting variety of ideas, it was decided that a panel format would be optimal.

The idea of having the 60 Ideas panel as a keynote session was resurrected along with the ICCM Canada trade show in 2006, which returned under new management. The success of that keynote session in 2006 led the conference organizers to feature “60 Ideas in 60 Minutes” as a keynote session once again in 2007.

Moderated by the originator of the 60 Ideas concept, the panel consisted of a diverse group of contact center professionals. Panelists came from the worlds of academia, consulting, start-up companies, leading technology suppliers and end-user customers. Four of the panelists have authored one or more books about the contact center industry.

The ideas presented ranged from practical and functional to fun and frivolous, but all were ultimately useful. In 2006, session attendees were observed furiously writing during the session trying to capture the ideas as they were presented in rapid-fire succession. In 2007, NACC Executive Director David Butler decided to record the session for later transcription for the benefit of the subscribers of the NACC biweekly publication *In Queue*.

This report is a compilation of all of the ideas presented in the 2007 “60 Ideas in 60 Minutes” keynote session at ICCM Canada. We believe that the ideas presented in this report are as relevant today as they were when first presented in October of 2007.

Membership

To read this full report you must be a member of the National Association of Call Centers (NACC). To find out about how to become a member of the NACC or to learn about the many membership benefits, including this report, please visit the NACC website at www.nationalcallcenters.org.

You can also contact the Executive Director, David Butler, at 601.447.8300 or David.Butler@nationalcallcenters.org if you have any questions about becoming a member of the NACC.