



60 Ideas in 60 Minutes: 2008 Session

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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 and then again in 2008.

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*. In 2008, this same process was replicated.

This report is a compilation of all of the ideas presented in the 2008 “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 2008.

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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.