



In Queue

The fun, informative and interesting newsletter for the call center industry.

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Quotes

“Hey, all the happiness in the world can’t buy you money”

-Toby Keith/Scotty Emerick
Line from the song ‘Can’t Buy You Money,’ album *White Trash With Money*

Note: I thought about using this as a byline after my email signature, but thought again and figured it would make a great quote for the newsletter instead. I like the idea of turning convention on its head. DB



Right up there ↑, in that banner, is one of the best publications for the industry. If you have not read it yet, check it out. It is filled with some great information.

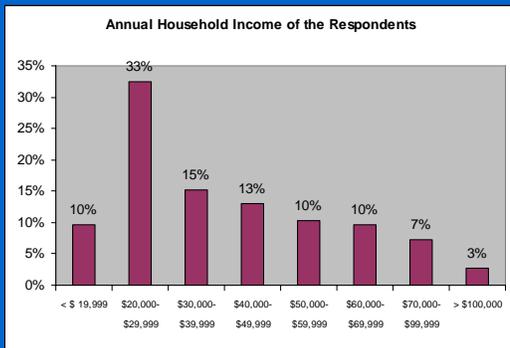
Fun Facts

Data Security and Safe Harbor

If you did not catch it, there was quite a stir around a story a by the British television Channel 4 on October 5th. In essence, a Channel 4 reporter went undercover at an Indian call center that is an outsourcer for a British cell phone company. The undercover worker was offered a bribe for delivering over 100,000 credit card numbers and personal information from databases by a criminal network. After the announcement that this documentary would air, the whole BPO Indian network, NASSCOM, went on the defensive criticizing Channel 4 for not allowing them to view the footage before it ran in Britain. UK labor unions, representing call center (centre) agents, stated there are some serious security concerns with data in overseas call centers. In a backlash response, the Indian cabinet stated on October 18th that it would amend the IT Act to increase Data Protection.

All if this is a microcosm of the larger idea of data security in call centers, which at its foundation is the legislation the Directive on Data Protection: aka “Safe Harbor.” This legislation adopted by the EU and US manifests itself differently in practice in each country. In the UK for instance, the Data Protection Act encompasses the concept of Safe Harbor and requires companies to ensure that adequate security is in place if they outsource or offshore some of their operations. The burden is on the parent company for security, not the outsourcing company. In the US, however, the adherence to Safe Harbor is voluntary, but companies can seek out a type of Safe Harbor certification. This was somewhat problematic in that the EU legislation requires that the transfer of personal data to non-EU countries must meet an “adequacy standard.” Since the US is not an EU member country, it falls into this group. In essence, the US must meet this “adequacy standard” in order to do personal data transfer business with the EU member countries. Since the US has adopted a weaker/more flexible interpretation of this directive, the US Department of Commerce had to issue a declaration of principles that helped to guide US and EU businesses through these differences of interpretations so as not to interrupt business between the two entities.

As a final illumination, I want to highlight one tenant of Safe Harbor-choice. The statute requires companies to offer individuals the opportunity to “opt out” when their personal information may be disclosed to a third party, whether within



This graphic is from a national survey of CSRs. The question asks about household income. As you can see, the largest number of respondents stated that their household earned between \$20,000-\$29,999 per year. Only 10% of the households earned less than \$20,000 per year with the majority earning over \$30,000 per year.

Source: NACC State of the Industry Report #3 2005: A Labor Survey of the Industry, p. 23.

Picture of the Week



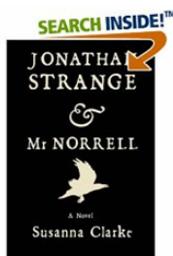
In celebration of the changing of the seasons, I thought I would share with you this picture of a working phone booth made of ice from the World Ice Art Competition.

<http://home.gci.net/~winterbiker/photo9.html>



the US or overseas. Now in practice, companies have bundled this idea within the 10-20 pages of disclosures they want you to read before checking the box and hitting the "enter" button. I wonder, however, if companies were to actually give customers a choice, unbundled, explaining to them that their personal data could be transferred to a company offshore and that they had the right to choose to keep it only within the US and within the company proper, how many would choose which option?

What I am reading



Periodically I will share with you what I am reading which is not call center related. Reading, more than any other hobby, is something that I enjoy doing with a passion. In fact, one of my biggest fears is not being able to read all of the books that I desire to read before I die.

I have just completed reading *Jonathan Strange & Mr. Norrell: A Novel* by Susanna Clarke. This book is a whopping 846 pages long, which makes it quite a bargain given the enjoyment that the book brings. This book has been called the Harry Potter for adults. I know, Harry Potter is for all ages, I agree, I have read the books at my teenagers' insistence. *Strange and Norrell*, however, is not a cross-over book like Potter, only teenagers and above will enjoy this adult book of magic.

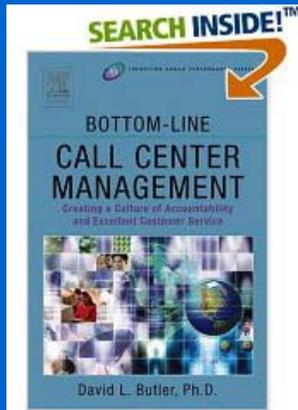
The gift of the book is the way that magic, which does not exist, is woven so well into the story that magic becomes something that does exist. Magic does not overshadow the book or its themes, instead it is the medium in which Clarke carries the reader through the various manifestations of humanness and humankind. Magic gives an enhanced definition to the story, but is not the sole focal point of the story—that is reserved for the characters.

The book is composed of three main sections, each one a focus of a main character. However, each section has all characters involved, so the story continues to move forward, just from a different character's point-of-view. The book starts off a bit slow because of the introduction of the large set of characters. However, by the time a few hundred pages have passed, you are well aware of the personalities of each character and the setting each weaves around them.

If you dislike mystery novels and such because they are predictable early on, you will be very pleased with this book. The story carries you along, one page at a time, and even into pages 600 and 700, you are surprised around each corner. Even if you read carefully, and see the hints, how the hints the author gives you manifest themselves is enjoyably surprising.

The only weakness of the book that I can point out is that there are no superfluous characters—which may not be a weakness. Everyone on stage is a real and important character in the story; there is no fluff in terms of people. You will not

Council (CIAC) leaders have helped to guide the formation and development of the NACC. I will be taking the CIAC certification tests in the near future to evaluate their certification testing process on someone like me. I promise to keep you informed of my progress, even if I fall flat on my face.



To advertise in *In Queue* or with the NACC, please contact the NACC at:
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meet the stereotypical “rude bartender” or the “flirty waitress” in a scene and then never hear from them again. Everyone is tied together, making the narrative compelling and engrossing. What a great read, I miss the book already.

Next review, George Orwell's *Animal Farm*, which for some reason I missed reading in high school and college, so I am reading it now.

How to contribute to *In Queue*

I have received numerous emails from you, the readers of *In Queue*, asking if you can contribute to the newsletter. The answer is a resounding and loud YES! However, there are some ground rules to follow which are outlined below. The essays must:

- A. be short and to the point. This is not a magazine, where longer pieces are more appropriately printed.
- B. as the subtitle to this newsletter states, be fun, informative, or interesting, ideally all three.
- C. discuss call center and related issues neutrally. *In Queue* text is not a medium to disguise what is actually an advertisement. We will not do this to our readers. Advertisement is reserved for the blue column on the left (←over there). So your essay cannot be an overt attempt to sell something other than your personal keen perceptions, ideas, and observations.
- D. make the Executive Director, me, happy since he/me is the final editorial authority for all material within *In Queue*. This means that if I think it fits and meets criteria A-C above, we can print it. If it does not meet the criteria above, I can and will refuse to print it.

All that said, send your ideas, concepts, or complete essays to me at David.Butler@nationalcallcenters.org. I know many of you have great stories to tell, so here is your chance to tell them. You have told many of these to me face-to-face, by phone and email, now share them with others. Please give me a few days to receive and read your submissions. I am looking forward to reading them.

To view past issues of *In Queue*, visit http://www.nationalcallcenters.org/pubs/in_queue.html