

NACC

National Association of Call Centers

In Queue

The fun, informative and unique
newsletter for the
call center industry

Volume 10, Issue 9 - September 9, 2015

Our Contact Info:

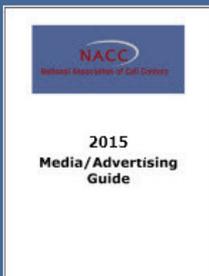
Paul Stockford
Research Director
National Association of Call Centers
100 South 22nd Avenue
Hattiesburg MS 39401
Tel: 480.922.5949
paul.stockford@nationalcallcenters.org
www.nationalcallcenters.org

Circulation

In Queue circulation 15,678

Advertise with Us

Click on the image below to view the NACC Advertising Page where you can view our channels and prices.



To advertise with the NACC, please contact the NACC at:
Tel: 601.447.8300
Fax: 601.266.5087

Email: paul.stockford@nationalcallcenters.org

Underwriters

All leading call center companies and suppliers should examine the NACC Underwriting opportunity in 2015 as evidence of their dedication to the growth of the call center industry. See the [NACC Advertising Page](#) for more information.

Share the Knowledge

Send this newsletter to colleagues by clicking ["Forward this message to a friend"](#).

Quote

"I don't know why my brain has kept all the words to the *Gilligan's Island* theme song and has deleted everything about triangles."

~ Jeff Foxworthy (on The Tonight Show)

Reports from the NACC

In This Issue . . .

- [Interactive Twitter Response? Why Not?](#)
- [Compliance Management Meets Customer Experience At The Desktop](#)
- [Bringing Social Communities To The Customer Service Function](#)
- [Call Center Comics!](#)

Interactive Twitter Response? Why Not?

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research, Paul.Stockford@nationalcallcenters.org

As little as six years ago, the contact center industry was devoutly ignoring social media as a potential customer communications channel. Fast forward to 2015 and we find over 50 percent of contact centers in the U.S. supporting social media. While this in and of itself doesn't sound all that interesting given the way social media seems to be dominating both business and personal communications these days, what is interesting is the way in which the contact center is embracing social media as it evolves into a customer channel.

In our 2015 survey of end-users that the NACC conducted in conjunction with Saddletree Research, we asked survey respondents specific questions about which social media they were using as a customer channel in their contact center. What we found were some very intriguing trends:

- 54 percent of contact centers supported Facebook as a customer channel in 2014. That number dropped to 26 percent in 2015. In other words, support for Facebook in the contact center dropped by more than half in the last year.
- Support of Twitter in the contact center has increased from 18 percent in 2013 to 42 percent in 2015. Twitter has been growing in popularity while Facebook has been declining.
- Of the contact center planning to implement social media in the next year, 86 percent have indicated that they will support

Twitter as a customer service channel.

With the rising popularity of Twitter as a business channel as well as a personal communications channel, thoughts naturally turn to pondering just how far Twitter can be pushed as a customer service tool. What about automating Twitter so customers can use Twitter in the same way they use Interactive Voice Response (IVR) as a self-service tool today? Interactive Twitter Response?

I recently recorded a podcast with Tobias Goebel of Aspect in which we discuss the preponderance of Twitter in the contact center and the ways in which it might be used in the future. The podcast is available now on the NACC website. To download and listen to this podcast, just go to <http://www.nationalcallcenters.org/Podcasts/tapping-into-twitter-for-customer-self-service.html>. There is no registration required. Just click and listen.

We know that you don't have extra hours every week to devote to attending all the webinars you're invited to, but our promise to you is to learn something in as little as 12 minutes, the length of this podcast. Whether you listen to this podcast at your desk while you're having a cup of coffee or download it to your iPod and listen to it later at your convenience, you'll find this to be worth the 12 minutes you'll devote to it.

Compliance Management Meets Customer Experience At The Desktop

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research, Paul.Stockford@nationalcallcenters.org

The NACC has been burning the midnight oil and typing until our fingers are sore to bring out reports to our members. Each is listed below. If you are interested to see what we are writing about, click on the links below and download the executive summary of each. If you like what you see, join the NACC so that you can view these reports and others that will be coming out soon on our website. These reports will ensure that you know the latest trends in the industry.

[Nexidia Joins Cicero To Create The Contact Center Compliance & Customer Experience Dream Team: August 2015](#)

[Verint Extends Customer Engagement Optimization Portfolio To Include Communities With Acquisition Of Telligent: August 2015](#)

[HireIQ Candidate Optimizer Disrupts The Status Quo, Powers Revolution In Customer Service Human Capital Management: May 2015](#)

[Verint Jumps Into The Gamification Game: April 2015](#)

[Research Update - Strong 4th Quarter Tops Year of Growth for the 2014 U.S. Contact Center Industry Employment Geo-Fencing: Expanding The Contact Center Boundaries?: November 2014](#)

[Neural Phonetic Speech Analytics: The Brains behind Nexidia Interactions Analytics 11.0: July 2014](#)

[Nexidia Pushes Speech Analytics Envelope with Nexidia Interaction Analytics 11.0: July 2014](#)

[The Time is Now: Workforce Optimization Becomes Reality for the Small-to-Medium-Sized Contact Center: July 2013](#)

[Finding the Silver Lining in the Contact Center Cloud: May 2013](#)

[The At-Home Agent Movement - A Benchmark Quantitative Analysis: January 2013](#)

[State of the Call Center Industry Report: 2nd Quarter 2012 Data](#)

[State of the Call Center Industry Report: 1st Quarter 2012 Data](#)

[Contact Center Mobility Study: May 2012](#)

[State of the Call Center Industry Report: 4th Quarter 2011 Data](#)

[State of the Call Center Industry Report: 3rd Quarter 2011 Data](#)

[State of the Call Center Industry Report: 2nd Quarter 2011 Data](#)

[State of the Call Center Industry Report: 1st Quarter 2011 Data](#)

[State of the Call Center Industry Report: 4th Quarter 2010 Data](#)

[State of the Call Center Industry Report: 3rd Quarter 2010 Data](#)

[State of the Call Center Industry Report: 2nd Quarter 2010 Data](#)

[State of the Call Center Industry Report: 1st Quarter 2010 Data](#)

[State of the Call Center Industry Report: 4th Quarter 2009 Data](#)

[State of the Call Center Industry Report: 3rd Quarter 2009 Data](#)

[State of the Call Center Industry Report: 2nd Quarter 2009 Data](#)

[State of the Call Center Industry Report: 1st Quarter 2009 Data](#)

[North American Contact Center Industry](#)

There's something happening at the desktop. What used to be a jumbled mess of separate applications, dedicated log-ins, multiple open windows, and tedious toggling between applications has become a streamlined, intuitive gateway to productivity and customer experience management.

Similarly, analytics has become a critically important tool in the continually evolving challenge of compliance management in the contact center. Interaction analytics are also being increasingly utilized as a means of providing deeper insight into customer interactions.

When you put together two best-of-breed solutions to address desktop efficiency while resolving ongoing customer service and regulatory issues, it is a solution worth talking about. Saddletree Research recently published a research note covering the partnership between two innovative companies, Nexidia and Cicero, which has the potential to significantly improve both the customer experience and the agent experience while addressing compliance issues that continue to plague the industry. Entitled "Nexidia Joins Cicero to Create the Contact Center Compliance and Customer Experience Dream Team," the three-page analysis is available for download at www.nationalcallcenters.org.

Social Communities Come To The Contact Center

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research, Paul.Stockford@nationalcallcenters.org

Social communities, often referred to as "Forums," have been in existence for more than a decade, but they are typically used as a means for communications among those with common interests rather than a customer communications channel. All that is about to change.

Verint Systems has recently acquired Telligent, a leading provider of software for customer support and digital marketing communities. Through this acquisition, Verint intends to add social community support to its customer engagement optimization platform.

Customer communities are expected to become another link in Verint's escalating omni-channel channel, offering contact centers expanded self-service support through peer-to-peer support communities that empower the customer to find solutions to problems. Verint also expects social communities to offer and encourage employee-to-employee collaboration in support of the company's "Voice of the Employee" initiative.

Once again, Saddletree Research has authored a research note that provides a brief overview of this intriguing acquisition and its potential impact on the contact center industry. This research note can be downloaded at the National Association of Call Centers website, www.nationalcallcenters.org.

Call Center Comics!



If you like this comic and would like to see more, write Ozzie at callcentercomics@yahoo.com and visit his website at http://callcentercomics.com/cartoon_categories.htm or just click on the comic to take you to his page. The NACC appreciates Ozzie letting us use some of his comics in our newsletter.

To view past issues of *In Queue*, please [click here](#).

If you would like to contribute to *In Queue*, please reply to this email with "Contribute" in the subject line.

Copyright 2015 National Association of Call Centers

North American Contact Center Industry

2008-2009: The Year in Review and a
Look Ahead

State of the Call Center Industry Report:
4th Quarter 2008 Data

60 Ideas in 60 Minutes: 2008 Session

60 Ideas in 60 Minutes: 2007 Session

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

NACC
100 South 22nd Avenue
Hattiesburg, MS 39401
US

[Read](#) the VerticalResponse marketing policy.

**vertical
response**
A DELUXE COMPANY
[Free Email Marketing >>](#)