NACC

National Association of Call Centers
In Queue

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

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Pearls Of Wisdom

"One of the keys to happiness is a bad memory."
~ Rita Mae Brown

Did You Know That NACC..

- Offers several types of membership opportunities. Click here to find out more...
- Offers a job board where top employers and candidates go to find their next call center rock-star! Click here for more...
- Offers classifieds for your contact center space, furniture, and just about anything else you can think of. Click here to sneak a peek...
- Offers the ability to advertise with NACC.

Hi {FIRST_NAME|Valued NACC Member},

Welcome to this month's issue of the NACC In Queue newsletter!

The NACC Needs Your Help! Will You Step Up?

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

O.K., I know. I've asked you before but I've got to ask you again. We truly need your help and it's not so we can make more money. As you know, the NACC is a 503(c)(6) not-for-profit, university-based organization. We're not a profit-driven marketing company disguised as an industry membership organization; we are driven instead by an intense interest in, and curiosity about, the contact center industry that goes back nearly 30 years. As a not-for-profit, we don't have the funds to sponsor expensive studies to provide us the foundation for our continued industry research; we instead depend on the goodwill, kindness and support of our members and subscribers. That's you.

To that end, last month we launched our annual survey of customer service professionals, the results of which provide us with the data we need to continue our industry work in the year ahead. The survey can be found at https://www.surveymonkey.com/r/NACC_2016.

This month we are once again asking for your help in gathering this data by taking five minutes out of your day to complete our survey. Important points to keep in mind:

• No one will contact you in any way as a result of your participation in this survey. We ask for no identifying information on the survey. We have no products to pitch, no agreements with any vendors (never have, never will)

and no motivation other than information gathering. We just need your help.

• All of the questions are closed-ended, multiple-choice type questions. If you remember the multiple-choice (multiple-guess?) quizzes from your school days, you're already familiar with these types of questions. The difference is, there are no wrong answers on our survey. We just want your opinions.

Reports From The NACC

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.

Kodak Alaris Launches AI Foundry To Deliver Artificial Intelligence-Based Solutions For The Contact Center: November 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: March 2015

Geo-Fencing: Expanding The Contact Center Boundaries?: November 2014

Neural Phonetic Speech Analytics: The Brains behind Nexidia Interactions Analytics
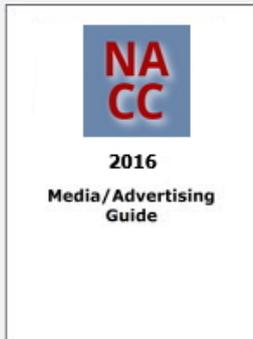
Please visit https://www.surveymonkey.com/r/NACC_2016 the next time you're sitting at your desk sipping your cup of morning coffee and help us out by completing our survey. Five minutes is all we ask.

The results of this survey will be shared in upcoming issues of our monthly newsletter, as the results of the November 2015 survey have been shared in previous issues, and are shared in this issue. The results of the survey will provide you the opportunity to benchmark your opinions and intentions with those of your fellow customer service professionals. It's a great opportunity to better understand the nuances of your profession.

Thank you in advance for your support of the NACC and for your help with our industry efforts. As always, if you have any questions or comments about this survey, please don't hesitate to contact me.

Questions About Total Cost Of Ownership (TCO)? Download This New eBook

Ashley Kessler, ashley.kessler@calabrio.com

If you're upgrading or replacing the customer engagement WFO solution in your contact center this year, your Total Cost of Ownership (TCO) analysis should look beyond the upfront and easily quantified costs. To that end, Calabrio has created the Evaluating TCO for Customer Engagement Software eBook. Download this free eBook for an in-depth look at the TCO components that should be a part of your decision-making process and some questions to guide your TCO analysis. Visit calabrio.com/tco-ebook to get your complimentary copy of the report.

"...we truly need your help..."

Questions About WFO Migration? Join Me On This Webinar

Paul Stockford, Research Director, NACC and
Chief Analyst, Saddletree Research,
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In the November 2015 issue of this newsletter, we shared some of the results of our year-end survey of contact center professionals - to see those results, click here. As you may recall, we asked survey participants to list any of the issues that

they were facing in the coming year, 2016. We then asked them to narrow it down to the number one biggest issue facing them in 2016. The answer was "Upgrading/Replacing Old Technology."

On Tuesday, March 22nd, I'll be discussing the implications behind this and other survey results with a focus on the process of migrating to new workforce optimization solutions such as workforce management and quality management software, among others. If you've been tasked with managing a customer experience optimization strategy in your contact center, you'll find this particularly useful. Click here to sign up for the webinar.

If you're involved with WFO in any way in your contact center, join us on this webinar and prepare for the future of customer engagement while supporting our efforts at the NACC.

Time For Some New Stuff? Here's What Your Peers Did

Paul Stockford, Research Director, NACC and
Chief Analyst, Saddletree Research,
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Referring once again to our year-end survey of customer service professionals, and with an eye toward our belief that 2016 will be the year of technology refresh based upon those survey results, we asked our survey participants what technology solutions they replaced or upgraded during the year 2015. Not only does this give us an idea of which technologies in the installed base are most vulnerable, we also believe this is a good indicator of the technologies that will be replaced or upgraded during 2016.

The chart below illustrates which technology solutions were replaced or upgraded during 2015 and the percentage of contact centers churning those solutions.
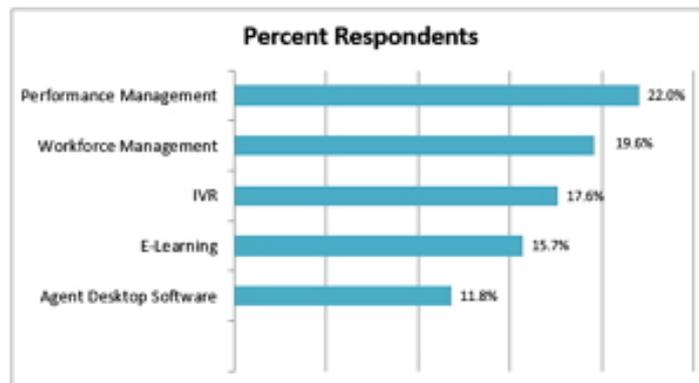

As you can see, workforce optimization (WFO) components top the list of results. Not surprisingly, performance management saw the most turnover activity during 2015 and we believe will see a comparable amount of turnover during this year. Many of the performance management solutions in the installed base are circa 2003 to 2008 solutions and are not compatible with a 2016-style customer engagement strategy.

A common thread running among all the technology solutions on the chart above is the age of the installed base. The listed solutions represent some of the most mature in the industry and, logically, are prime candidates for upgrading or replacing with more contemporary solutions.

Call Center Comics
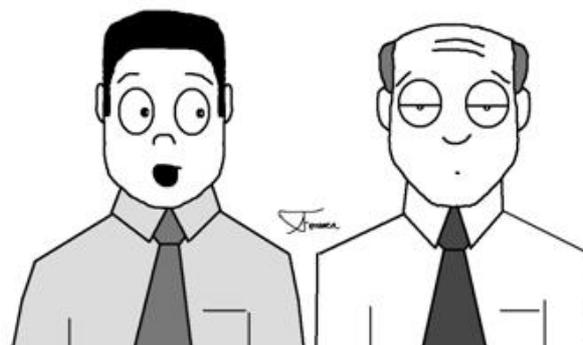
BOTTOM…..AS LONG AS THAT'S
IMMEDIATELY FOLLOWED BY A
METEORIC RISE TO THE TOP.

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 or just click on the comic to tak 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.**

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