



National Association of Call Centers *In Queue*



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

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- Call Center Comics!

Pearls Of Wisdom

"There is nothing permanent except change."

~ Heraclitus

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

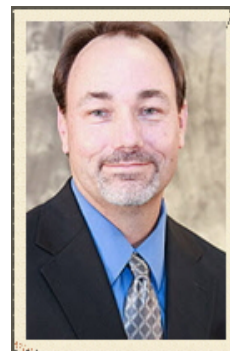
Hi {FIRST_NAME|Valued NACC Member},

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

On The Road With NACC Members

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

As I write this it is 102° in Scottsdale, Arizona, which not only means that summer is upon us, it means that it's customer conference time in the U.S. contact center industry. Last year we tried something new and asked members who were attending any vendor customer conference to share their experiences with us. First to step up was NACC member Amanda Frantz, Customer Service Supervisor at Springs Windows Fashions in Montgomery, PA, who provided us with her impressions of Verint's Engage customer event in Las Vegas. If you missed her coverage, or if you'd just like to review her comments, you can find her contribution by [clicking here](#).



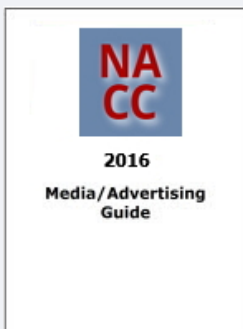
This year we've had three members who have volunteered to provide us with their impressions of different vendor customer conferences. First up is Barb Bleiler, Operations Manager at WPS Health Insurance in Madison, WI. Barb will be attending NICE's customer conference Interactions in Orlando, FL. NICE will be offering over 100 different sessions along with a keynote address from 2015 Super Bowl champion quarterback Peyton Manning. Who cares about Mickey Mouse when Peyton Manning is in the house? You won't want to miss Barb's coverage of this exciting event.

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](#)

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Next up is Brian Burke, Senior Vice President of Operations at Garden City Group, LLC, in Dublin, OH. Brian will be attending Interactive Intelligence's Interactions conference in Indianapolis, IN. Brian is another active member of our community and is a great example of how we can make the NACC better for all of us through shared experiences. I have attended the Interactive Intelligence event in the past and can attest to the excitement of the event. I'm looking forward to reading Brian's impression of this important industry conference.

Last but certainly not least, Jim Lavery will be covering Calabrio's Customer Connect event in Minneapolis this year. Jim is Vice President of Call Center Operations at Desert Schools Federal Credit Union in Phoenix, AZ, and is likely familiar to readers of this newsletter and to readers of my monthly column in Contact Center Pipeline magazine. Since Jim works only a few miles away from my office in Scottsdale, AZ, I'm fortunate enough to be able to meet Jim for lunch on a pretty regular basis. We typically meet over cheeseburgers at a local restaurant and swap industry gossip, but for this project, Jim will be focused on nothing but the facts, and maybe a little fun, in his impressions of Calabrio Customer Connect 2016. Calabrio is one of the fastest growing companies in the contact center industry so I think Jim will have lots to write about!

Here's where we still need some help. We don't yet have anyone lined up to cover Verint's Engage conference in Chicago at the end of June. If you're planning on attending this innovative industry event, please consider offering your services to the NACC to cover the conference. Also, if you attended Aspect's ACE customer conference in Las Vegas, which will be wrapping up as you read this, please consider sharing your experiences at ACE with us. Aspect is doing some really cutting-edge work with chatbots and interactive Twitter customer communications that I'm sure readers of this newsletter will find fascinating. I know I do.

We owe a big thank you to our community members who will be donating their time and talents to cover these important customer conference events and sharing their impressions with all of us. I'm especially pleased to see more members become actively involved in the NACC. If you're not yet a member, please visit by [clicking here](#) and consider joining us.

"...owe a big thank you to our community members who will be donating their time and talents to cover these important customer conference events and sharing their impressions with all of us."

What's In A Name? Our Survey Knows

Paul Stockford, Research Director, NACC & Chief Analyst, Saddletree Research,
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With the industry's continued drive toward creating the optimal service experience for customers, we wondered if responsibility for that change

[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 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](#)

within the enterprise was also changing. We also wondered if any new job titles were emerging to replace or supplement the traditional job titles that went along with responsibility for managing a company's customer service function.

One of the questions we asked on our 2016 survey, which I hope you participated in, was regarding the title of the executive responsible for the customer service function in the survey respondent's company. While it seems that traditional titles still dominate the industry there are some newer job titles that are finding their way into the customer service profession.

The table below illustrates the responses to our survey question regarding customer service job titles, and the percentage of respondents who chose those answers.

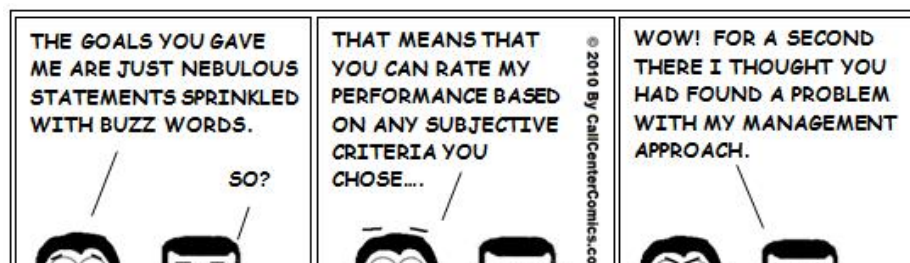
Title	Percent of Respondents
Vice President, Operations	25%
Vice President, Customer Care	19%
Vice President, Contact Center	13%
Chief Customer Officer	7%
Customer Experience Officer	6%
Other	30%

The majority of respondents entered a job title that fell into the "Other" category. We were hoping to find examples of innovative new job titles in this collection but instead found that the majority of responses were also traditional job titles. Examples of job titles in the "Other" category include:

- Chief Service Officer
- Client Services Manager
- Care Center Director
- Vice President, Logistics
- Director, Quality Control
- Chief Administrative Officer

While the contact center industry has historically had an ongoing love affair with unusual acronyms and fanciful buzzwords, it appears that tradition still rules when it comes to job titles. Whether or not the movement toward customer experience optimization has an impact on job titles in the future remains to be seen, but we will certainly continue to monitor changes in this aspect of the U.S. contact center industry.

Call Center Comics



[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](#)



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 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.

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[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 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](#)

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