



National Association of Call Centers In Queue

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

Hi {FIRST_NAME|Valued Customer},

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



NACC Member Barb Bleiler Looks At NICE Interactions 2016

Barb Bleiler, Solution Deployment Leader, WFO. WPS Health Insurance, barb.bleiler@wpsic.com

(Note from Paul: This is the first in a series of customer conference reviews by and for NACC members and subscribers. Besides being an NACC member, our guest author for this article is also the president of the Nice User Group (NUG). Next up in August will be a review of Interactive Intelligence's Interactions customer conference from NACC member Brian Burke)



Hello from a very happy participant of the NICE Interactions 2016 Customer Conference. My name is Barb Bleiler and I work for WPS Health Insurance in Madison Wisconsin as a Solution Deployment Leader. The conference was held at the Marriott Orlando World Center for three full days of insight and powerful sharing during May 23rd, 24th and 25th. The theme for this year's conference was 'The Power of Knowing'. The conference kicked off with a day of pre-conference sessions that were focused around getting to know what the different applications can do within the suite of NICE products. These sessions were user focused sessions addressing topics like: workforce application processes (scheduling and forecasts), performance management reporting, call recording and quality monitoring and management. The full conference kicked off during the next two days with a plethora of 100 different breakout sessions. The breakout sessions were aligned in

14 different verticals/tracks so that you could easily follow your main track of interest or bounce around.

Something that I feel is very successful is that if you are able to have a couple of people from your company attend, you can spread the attendance and track coverage – I like to think of it as the customized spread and knowledge absorb attack.

Something that I really find supportive for the customer community is the First-Timers reception that was held on Monday night just before the conference kicked off. Invitations were sent to individuals who were attending the Interactions conference for the first time. It allowed people who might be 'soloists' to start aligning with other first timers and start key networking that happens during these events. The NICE User Group Board kicks this session off with explaining what a newbie can expect from the conference and how they can ensure the best experience. I thought this was a nice touch.

If anything, I found that it was sometimes hard to pick which session I wanted to attend as there was so much offered. Poor me, right? Luckily, I was not by myself and I had two peers from my team so we were able to split

up and attend. The 14 tracks include areas of: Back Office Operations, Driving Excellence in Service, Education breakouts, Interaction Analytics, Voice of the Customer, and Driving Peak Performance to just name a few. The breakout sessions that I attended were very informative and interactive with questions and feedback. I work more towards the Quality Monitoring and Call Recording end of things so I was attending sessions related to effective quality programs, creation of forms and advance form design, compliance, KPI and metric support to name a few. I took lots of notes, made some great new friends and key contacts that will allow me to continue conversations and employ some new ideas/tricks and tips that I learned. I was excited to learn more about Adaptive WFO and the consideration it brings.

I have to share the keynote speaker presentation by Peyton Manning. Okay, did I get to meet him? Why, yes I did but only long enough to say hello and have a picture. He is really tall! I had heard that he would be a good presenter and I have to tell you that I am in total agreement. He gave a great presentation on leadership, what it means to be a leader and how – as a leader – you need to handle adversity. It was a very insightful and it ended the conference with me having learned more.

I came away from the conference both tired and refreshed with an awareness that I need to bring more business cards for exchanging next year. I think that I was able to successfully come away with the intent of the conference theme – I came away with the [#power](#) of knowing.

In This Issue...

- NACC Member Barb Bleiler Reviews NICE Interactions 2016
- Get Ready for Calabrio Customer Connect 2016
- New Report for Members: Text Analytics in the Contact Center
- Call Center Comics!

Pearls Of Wisdom

"I'm a kind of paranoiac in reverse. I suspect people of plotting to make me happy."
~ J. D. Salinger

Reports From 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](#)
- [Call Center Expenses](#)



Mark Your Calendar for Calabrio Customer Connect

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Calabrio is one of the fastest growing companies in the contact center industry. With a focus on state-of-the-art workforce optimization (WFO) solutions and a recently announced partnership with Five9 to provide a comprehensive cloud contact center solution to the industry, Calabrio is a company on the move.

NACC member Jim Lavery of Desert Schools Credit Union will be attending and covering the event for us in a future newsletter. I will also be attending the event representing Saddletree Research. If you'd like to join us in Minneapolis in October, here are the details:

[Calabrio Customer Connect](#) is a two-and-a-half-day conference designed to help Calabrio customers get the most out of their Calabrio investment and catalyze growth for their business. The conference, held October 9-12 in Minneapolis, Minnesota is even bigger and better this year.

WHY ATTEND?

- Participate in more than 14 hours of comprehensive, hands-on technical [sessions](#) led by Calabrio [experts](#) and customers
- Speak privately with Calabrio executives and product owners to provide feedback on Calabrio solutions and product direction
- Meet and learn best practices from industry peers during multiple networking opportunities
- Make a wise investment! Calabrio Customer Connect is half the price of similar industry events and a fraction of the cost of individual training—all with incredible educational value

NEW THIS YEAR: POST-CONFERENCE TRAINING

Sign up for an optional half-day instructor-led course that covers core functionality for administering Calabrio Call Recording and Quality Management, including the Monitoring and Recording Administrator application.

These are only a few of the exciting features of [Calabrio Customer Connect. Register today!](#)



Text Analytics Report Available To NACC Members For Download

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If you've been wondering what the big deal about text analytics in the contact center is, here's your opportunity to learn a lot more about it. Based on five years of research, this report includes a look at how the next five years in the world of text analytics will look, including the impact of artificial intelligence on analytics.

The report is now available for NACC members to download. Just go to the website, www.nationalcallcenters.org, and log in with your user name and password. All of our reports will then be available for you to download.

The following is the report's Executive Summary, providing a preview of the data available in the complete report.

Text Analytics Market Update The Writing's on the Wall

Executive Summary

Text analytics is an important member of the contact center analytics solutions family that includes speech analytics, desktop analytics, and performance analytics. As speech and text analytics continue their migration from a marketing function to a customer service function within the enterprise, it is text analytics that is poised to see the greatest growth as generational preferences, mobility, and the proliferation of devices that support text-based communications influence customer service communications.

Over the past five years, the contact center text analytics market has seen a compound annual growth rate (CAGR) of nearly 29 percent, leading to revenues of approximately \$73 million in 2015. Saddletree Research believes this growth, impressive as it is, will be dwarfed by growth in text analytics over the next five years.

Driven by continuous development of text-based customer communications methods that will be particularly appealing to the millennial generation, who are poised to be the majority of consumers by 2017, text analytics revenues are forecast to grow at a CAGR of about 52 percent over the period 2016 to 2020, leading to estimated revenues of over \$480 million by 2020.

While competitive pressure will affect the text analytics market as it does every market segment, Saddletree Research believes there will be a number of factors that will continue to buoy the price of text analytics solutions and the resulting annual revenue. Not the least of these factors is the application of artificial intelligence (AI) to text analytics solutions. The addition of AI to text analytics will not only change the way the solution is deployed in customer service, it will also have a positive impact on ROI calculations with its ability to support workflow automation and advanced business intelligence mining capabilities.

[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 2008-2009: The Year in Review and a Look Ahead](#)

[State of the Call Center Industry Report: 4th Quarter 2008 Data](#)



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> 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.

Did You Know That NACC...

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Offers a job board where top employers & 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**. [Click here to view the NACC Advertising Guide](#) where you can view our channels and prices.

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