



National Association of Call Centers

In Queue

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

Welcome to the November 2016 issue of the NACC In Queue newsletter!



Calabrio Customer Conference (C3): Information, Insights And Prince Music In The Twin Cities

(Note from Paul: This article is the fourth in a series of reviews of 2016 customer conferences, aka user group meetings, by NACC members. This month NACC member Jim Lavery from Desert Schools Federal Credit Union in Phoenix, AZ, reviews Calabrio Customer Connect (C3), which took place in Minneapolis in October.)

Jim Lavery, Vice President, Contact Centers and Credit Services, Desert Schools Federal Credit Union, jim.lavery@desertschools.org



To start off the conference, Tom Goodmanson (President and CEO of Calabrio) shared with the attendees what Calabrio has focused on and what they plan to do in the coming year. The biggest announcement was that Calabrio One is now available either on premise, in the cloud or as a hybrid – with all functions being the same across platforms. This is pretty exciting, especially for newer customers who may wonder what is the best approach. Now there are several options where before there were only few.

The hybrid model was especially interesting to me because it means we could potentially have our workforce management solution in the cloud but keep our call recording on premise. As a financial services organization, this is appealing from a security perspective. Matt Matsui, Senior Vice President of Products and Strategy, later spoke about how topic modeling is high on the Calabrio roadmap. The idea is that customers may not always verbalize the same words when describing a similar experience. However, organizations will want to be able to capture these

contacts and segment them to help work towards a resolution or a better product offering.

Lastly, there was also a lot of discussion about how to get customers engaged in an organization and how customers want to know they are valued. These themes permeated throughout the rest of the conference. The general session concluded with a keynote presentation by Guy Winch, author of *The Squeaky Wheel*. Guy clearly articulated how handling customer complaints is an area many organizations struggle in doing well. The downside of doing it wrong is the negative impact it has on the agents handling those contacts and the overall reputation of the organization. Guy's humorous delivery style made a challenging topic engaging and interesting.

Over the next two and half days, there were four or five breakout sessions every hour. The sessions varied on the content covered and were geared towards either IT professional, newer clients, specific product information, or providing some case studies by clients. I had the privilege of presenting the first day and was thoroughly impressed with the engagement of the attendees of my session along with the many questions that were raised. It was really tough as I had to follow Paul Stockford's session!

A topic that was regularly discussed during many of the conference breakout sessions was analytics – text, speech, and desktop. As a user of Calabrio One but not of any analytics system (yet), these sessions definitely peaked my interest. The capabilities of the analytics systems have improved greatly over the past several years. Clearly this is the evolving technology for the contact center industry and many companies are already leveraging the benefits of such a system.

Being in Minnesota and coming off the unfortunate, way-too-early passing of the great performer, Calabrio hosted a fun Prince themed event towards the end of the conference. It was a great time to network, enjoy a phenomenal band and unwind a bit after two days of breakout sessions and speakers. Calabrio did a wonderful job at ensuring everyone enjoyed themselves and got back to the hotel safely.



"Staff have access to admissions records so we also help students with questions regarding their FAFSA, the enrollment process, class schedules and other questions," said Rivas. This team of cheerful students operates as customer service agents and sometimes as therapists. The top requests Call Center staff get range from questions about the

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Pearls Of Wisdom

"America's Veterans have served their country with the belief that democracy and freedom are ideals to be upheld around the world."

~ John Doolittle

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.

- [Text Analytics Market Update: April 2016](#)
- [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](#)



college address, information about FAFSA and other financial aid questions, enrollment status, course information and students needing directions.

Nick Grissom, one of three full-time Call Center staff said that the most satisfying calls are the ones they get when a student is lost on campus. "Occasionally we'll get a lost student asking for directions so we'll ask them what they see around them," said Grissom. "Then we'll physically go and find them and walk them to their location. We don't get a lot of human interaction in our office so we have to try and find it ourselves!"

It's no wonder that CCD's Call Center received an award for best Customer Service! Congratulations and a big thank you to all of the staff and student workers for all of your incredible work.

On the last day of the conference, many of the attendees walked over to the Calabrio headquarters for a tour of building. The layout of the headquarters is very conducive to collusion. Open spaces, write-on walls, and glass walls gives the feeling that everyone is committed to working together to provide an excellent product and service to their customers. Their growth has forced them to move beyond the one floor they were on a few years ago when I last visited them. With the acquisition by KKR, they plan to grow even more and will likely take over an adjacent floor very soon.

Overall, I considered the conference to be a valuable experience to attend and worth checking out for existing Calabrio clients, along with others who may be thinking of moving to Calabrio or replacing their existing call recording, scheduling and/or analytics systems. If you are interested in reading more about the conference, [check out the blog where CEO Tom Goodmanson provides his top ten takeaways.](#)



Verifying Phone Numbers For TCPA

Chris Pope, Director Of Marketing, IDology, c pope@idology.com

As litigation and fines resulting from the new changes to the TCPA continue to increase, many are rethinking their outbound calling strategies. Additionally, as more consumers are moving to mobile phones, the process of verifying phone numbers has become more challenging and needs to change with the times.

A major challenge with verifying phone numbers lies within how people communicate today. Many consumers do not have a single phone number anymore and many are dropping their landlines for mobile numbers. Also, there are several options for how consumers can be contacted – phone, text, email, etc. Historically, verifying phone numbers wasn't too difficult as numbers did not change as frequently and number directories were not updated very often. Mobile numbers on the other hand are much harder to pin down and consumers change them with more frequency. This combined with the new TCPA rules exposes companies to a broader range of risk when trying to contact customers.

IDology, a leading provider of identity verification solutions to the contact center industry, has created an e-

book for contact center managers with compliance responsibility to understand the implications of the TCPA and to optimize their outbound calling strategy with real-time number verification.

The E-Book contains:

- An overview of TCPA and the declaratory ruling
- Consent & Exemptions
- Challenges of mobile phone numbers
- Leveraging real-time mobile number data

NACC members are welcome to preview the E-Book "TCPA Compliance Made Simple: Mobile Number Verification" by [clicking here.](#)



Put a Spark In Your Contact Center!

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

I've been talking about the benefits of using Cisco Spark in the contact center for the past couple of years, and I'm starting to suspect that readers of this newsletter must think there is a catch I'm not mentioning or that I've lost my mind completely. The reason? The version of Cisco Spark that I've been recommending to contact center professionals is a free download. All you need is a smartphone and Internet access and you can be up and running on Cisco Spark in no time. No hidden fees or free trials that require payment later.

To bring another perspective to my Cisco Spark recommendation I invited Cisco's Tod Famous to join me in a podcast to talk about how Cisco is being used in various work environments, including his own. You can access the podcast here.

Cisco Spark "rooms" can be used for a number of purposes, as described in the 10 minute podcast. Tod talks about how he uses Spark with his team and how Spark rooms can be set up for a number of functions important to the contact center. For example, there could be a room where agents communicate regarding shift swaps, vacation requests, etc. There could be another room that discusses daily events such as training, social activities, and so on. Tod even talks about a room that his team uses for "water cooler talk" about what'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 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](#)
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[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](#)

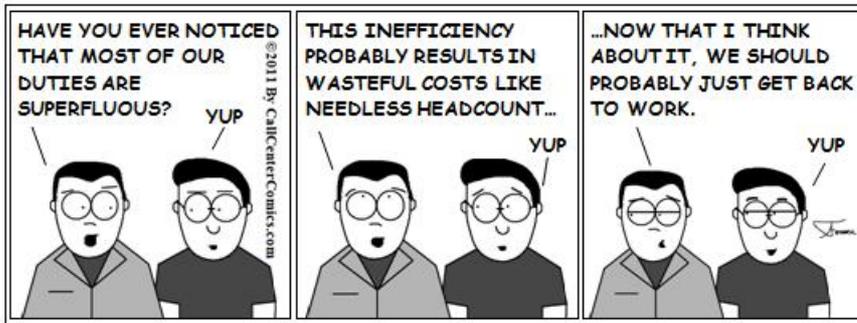
going on at work.

I also have personal experience with Cisco Spark through my attendance at Cisco analyst events over the past couple of years. For each event, Cisco sets up a room that allows us to communicate with Cisco executives as well as with other analysts. Cisco posts schedules, schedule changes, and details regarding functions such as meals and meetings on the Spark page. All I have to do is access the Cisco Analyst Relations page on my iPhone for immediate information regarding conference events.

For more information about Cisco Spark, visit www.CiscoSpark.com, and be sure to give the [podcast](#) a listen as well. Feel free to contact me directly if you'd like to talk about my experience as a Cisco Spark user. I'm happy to tell you about it.



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.

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Our Contact Information: Paul Stockford, NACC, 100 South 22nd Ave, Hattiesburg, MS 39401
Tel: 480.922.5949, paul.stockford@nationalcallcenter.org, www.nationalcallcenters.org

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