



National Association of Call Centers In Queue

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

Welcome to the September 2017 issue of the NACC In Queue newsletter!



NICE Introduces CXone Contact Center Cloud Platform

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Following an intriguing series of company acquisitions over the past 18 months, it appears that NICE, of Hoboken, NJ, is ready to reveal the strategy behind these market activities. On July 31, 2017, NICE announced the launch of NICE inContact CXone™, engineered from the ground-up to provide a contact center cloud platform that offers extensive native functionality along with hundreds of APIs that will support integration with partner solutions.

The introduction of NICE CXone also represents a major market shift in the way in which analytics is utilized in a cloud platform. With the CXone platform, analytics acts as the glue that holds together the components. Analytics enables the real-time analysis of every interaction, providing insight and intelligence on customer trends, sentiments, and activities, and turning these insights into actionable business intelligence and results. I believe this has been the vision for contact center analytics for more than a decade. That vision is now becoming reality.

Not surprisingly, analytics plays an important part in NICE's vision of workforce optimization (WFO). Analytics is the driving force behind adaptive WFO, which captures data from multiple sources, analyzes and correlates it in order to build personas. It then creates a model that is used to predict each agent's needs in order to improve his or performance. This is an important industry development as contact centers strive to improve employee engagement in preparation for major changes in workforce demographics.

NICE will be looking toward their developer partners to help both new and existing customers make the transition to the CXone platform. Their partners will insure than CXone fully integrates with any other technologies or solutions the customer wishes to retain, including solutions from vendors other than NICE. CXone represents a truly open contact center cloud platform.

Following the acquisitions of both inContact and Nexidia in 2016, NICE has done a remarkable job of leveraging the state-of-the-art technology provided by both companies to engineer such a comprehensive cloud solution as CXone and bring it to market in a relatively short time. NICE CXone is the right product for its time.

For a more comprehensive analysis of the NICE CXone contact center cloud platform, [click here](#) to read the Saddletree Research examination of this new solution.



Call Center Management Explained

(Editor's Note: This article is a contribution by NACC member Quality Contact Solutions. The NACC welcomes member contributions to this monthly newsletter and encourages member article ideas and submissions).

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What is Call Center Management? I get asked this question a lot. I'll typically answer by saying that working in call center management requires me to wear lots of hats. I'll go on to say, as an Operations Manager in [call center services](#), we are the main contact between the client and the call center supervisors, managing all aspects of a campaign. Just a preview of what we do:

- writing and revising [scripts](#).
- preparing training materials and training the front-line call center team.

In This Issue...

- NICE Introduces CXone Contact Center Cloud Platform
- Call Center Management Explained
- Call Center Comics!

Pearls Of Wisdom

"Enjoy the little things in life, for one day you'll look back and realize they were the big things."

~ Kurt Vonnegut

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.

- [Research Note: NICE Introduces CXone - Fully Integrated Open Cloud Contact Center Platform:](#)

[August 2017](#)

- [Research Note: Verint Introduces Knowledge Management Professional Knowledge Management for the Masses: July 2017](#)

- [NICE Introduces Nexidia Analytics: Omni-Channel Analytics For The Contact Center: January 2017](#)

- [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](#)



- reviewing reports,
- problem solving and
- preparing suggestions to the client
- as well as the call center team all while ensuring compliance and quality assurance.

When – that's a mouthful! No day is the same and I would not have it any other way! Call center management is not for the faint at heart, but I love it! There is never a dull moment and I believe that you truly have to believe wholeheartedly in what you are doing to be successful because call center services is a tough industry to be a part of with a notoriously bad reputation. Here is my story and why I believe call center management is so important.

My Call Center Management Start

I was looking for a change of pace while working in the world of finance. I was not happy and needed something that was going to allow me to shine. You see, I am an extrovert and love to have positive, upbeat interaction with people. In other words, I like to talk... a lot! I was not getting that in my current job and what better industry to be in when you talk as much as I do—call center management was the answer. I was lucky enough to land an Account Management position at a local call center and the rest is history! I became part of a wonderful team of professionals that taught me everything I know and paved my way for where I am now.

You Have to Love Call Center Management!

I actually left the call center industry for some time to be at home with my boys and help my husband with his career. This was very rewarding, but I felt myself wanting to be part of the call center world again! I was lucky enough that when I decided to get back into the industry, Quality Contact Solutions had a place for me. It was even sweeter that many of the same faces I worked with prior to my leaving the industry, were now at QCS as well. Who better to surround yourself with than a bunch of other passionate people that love this type of work too!

People Make the Difference in Call Center Management

There are a lot of difficult jobs out there and there are a lot of intelligent individuals in each and every industry. Some of the hardest working, most intelligent people I know work in the call center industry, specifically in call center management. The problem solving that happens on a daily basis along with the relationship building that is essential to keep campaigns running successfully and clients happy is truly amazing.

Each client that hires us is expecting the best results and often times they are coming to us because they need guidance in the ever-changing, challenging call center world. It is essential that we all work as a team – Operations, IT and the call center to ensure compliance and smooth operating to give our clients the best ROI they can get while keeping their customers happy. I also love that the call center industry gives individuals a chance in the workforce that they may not get elsewhere. You really get to work with all walks of life! All in the same day you may have a meeting with the President or CEO of a large company and then get on a call to train their campaign with the front line agents. Those agents, in my opinion, are the lifeline of the industry and I have the pleasure of working with the best around.

Heather Dubas is a Senior Operations Manager for Quality Contact Solutions. As an Operations Manager, Heather is responsible for managing client programs and ensuring program success. Heather has a B.S. in Business Administration and prior to joining the Quality Contact Solutions team, she spent time working in

Account Management at a highly respected call center in the Midwest. Having over 5 years of B2B telemarketing sales experience, Heather is there to assist in achieving your desired results.



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.

- [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 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](#)
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- [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](#)

Did You Know That NACC...

Offers several types of membership opportunities. [Click here to find out more...](#)

Offers a job board where top employers & candidates go to find their next call center rock-star! [Click here for more...](#)

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