



# *In Queue*

The fun, informative and interesting newsletter for  
the call center industry.

## Volume 2, Number 6 - March 30, 2007

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### Scoreboard

*In Queue* circulation 22,655  
NACC members 3,523

### In This Issue

An Egyptian, Indian, and Filipina...Open  
a Call Center  
THE Call Center Survey for the Industry  
Book Review

### Share the Knowledge

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### Quotes

If A is success in life, then A equals  
X plus Y plus Z. Work is X; Y is play;  
and Z is keeping your mouth shut.  
-Albert Einstein

### [An Egyptian, Indian and Filipina...Open a Call Center](#)

According to the *Arab Times* (of Kuwait), an Egyptian, Indian, and Filipina were caught operating an illegal international call center. After a raid on the room where the call center was set up, it was found that all three were wanted by law enforcement on different cases. As a team, the Egyptian and Indian found business customers while the Filipina ran the operations "netting thousands of dinars from their business."

### [THE Call Center Survey for the Industry](#)

We want to launch THE authoritative, neutral, unbiased, and respected call center survey for the industry. Let me tell you why.

The call center industry is teeming with surveys these days. In the past few months, I have recorded scores of these surveys that attempt to collect data on the industry. We applaud attempts to collect solid, reliable, and relevant information on the industry; however, too many surveys with differential (or unclear) purposes lead to survey fatigue by the whole industry. It becomes a big mess and the total industry does not benefit.

The NACC is exploring the idea of an industry wide survey for the industry, by the industry, to help the industry. The survey would be once a year, a bit longer, but would offer great detail, especially comparing year to year. Alternatively, we would offer quarterly surveys, shorter, but focused on a particular topic of interest of the industry at that time. This would allow you to participate in only one survey and get all the information that you need. As a non-profit serving the industry we would then turn around and share the total results of the survey with the people in the industry for FREE. Moreover, instead of just sending you a 100 page report filled with graphics, we would help you understand how to use this information to help your operations, argue for a larger budget, to find a new technology, or any other need you may have.



Call Center Week is the largest case study driven call center event in the marketplace!

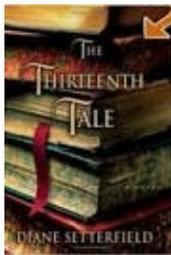
### Fun Facts

According to *BBC News* on 28 March 2007, the technology firm Dimension Data tested 403 call centers in 42 countries and found that customer satisfaction with call centers has dropped from 82% in 2006 to 68.3% today. Additionally the company reported that first call resolution had also dropped from 80.7% in 2006 to 69.8% today.

### Picture of the Week



Picture of Palo Duro Canyon in West Texas. Apparently the 2nd largest canyon in the US outside of the Grand Canyon in Arizona.



*The Thirteenth Tale* by Dianne Setterfield

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To succeed in this effort, it would take participation by people like you in the industry, donating 10-20 minutes of your time to complete an online survey each quarter or 30-45 minutes for a once a year survey. Since this survey would be driven by the needs of the industry, we would be open to suggestions for questions or issues that affected you and your operation. To determine if there is a desire for such a neutral and unbiased survey for the industry, please email me and let me know if a) you think there is a need to have a neutral survey of the industry for everyone and b) if you would be willing to participate in such a survey. If there is enough demand, we will do this. If there is not, we will not. You can contact me directly at [David.Butler@nationalcallcenters.org](mailto:David.Butler@nationalcallcenters.org) with your vote.

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### Book Review

*The Thirteenth Tale* by Dianne Setterfield

By Leslie S. T. Butler-Butler and Associates, Inc.

It isn't very often that I read a book and want everyone I know to read it so I can talk to them about it. I thoroughly enjoyed this book and think it's one that most people would enjoy...and when I say I "enjoyed" it, that kind of freaks me out because it is rather creepy for the first half, but so well written that you're sucked into the tale and don't want to put it down. I'm assuming this is why I'm so tired today!

The premise of this book is that the most popular British writer, Vida Winter, is dying and wants to tell her life story to a woman, Margaret Lea, who runs an antiquarian bookstore with her father. Ms. Lea doesn't embark on the task very willingly, but does so anyway because she loves reading and having discovered Ms. Winter's work, she is excited to find a complementary soul.

I don't want to tell much more about the plot other than that because to do so would be to spoil the book. It is about family, facing your demons, class system (it IS a British novel after all), and most importantly the love of reading and a good story. It is a book that came to me through many different channels until I finally admitted that I couldn't avoid reading it. I'm glad I didn't because it may just be my favorite recent novel.

*If you are interested in purchasing this book from Amazon.com there is link to it on the left.*

Books and movies recently completed that may appear in future reviews.

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Books

*Tears of the Giraffe*, Alexander McCall Smith  
*Iron Council*, China Mieville  
*Voices from the Street*, Philip K. Dick  
*The Castle in the Forest*, Norman Mailer

Academy Award Movies

*Broadway Melody*  
*Grand Hotel*  
*It Happened one Night*

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