

NACC

THE NATIONAL ASSOCIATION OF CALL CENTERS
The Leading Voice for the Call Center Industry

an outgrowth from



THE UNIVERSITY OF SOUTHERN MISSISSIPPI
CALL CENTER
RESEARCH LABORATORY

In Queue

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

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Our Contact Info:

David Butler
Executive Director
National Association of Call Centers
100 South 22nd Avenue
Hattiesburg MS 39401
Tel: 601.447.8300

David.Butler@nationalcallcenters.org
<http://www.nationalcallcenters.org>



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Underwriters



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Sam Weatherby 972.361.5763
sam.weatherby@am.jll.com

All leading call center companies
and suppliers should examine the
new *NACC Underwriting*
opportunity in 2008 as evidence of

New Look, New Services - Meet the New NACC

By Paul Stockford, Research Director, National Association of
Call Centers, Chief Analyst, Saddletree Research,
Paul.Stockford@nationalcallcenters.org

This month the National Association of Call Centers (NACC) is launching a membership drive to accompany the introduction of a new look for the newsletter, a redesigned website (www.nationalcallcenters.org) and a host of new member services. We came to the decision to formalize many of the functions and processes that have been informally addressed over the past year with the hope that new services and an active membership will further distinguish the NACC as a unique organization in the North American contact center industry.

For those of you receiving this newsletter at no charge, don't worry. Subscriptions to *In Queue* will continue to be complimentary and we look forward to your continued readership. The newsletter will also be sent to active NACC members, but that is only the beginning of the services we plan to provide the membership.

In the September 18th issue of this newsletter ([Vol.3 No.18](#)) I wrote an article on the value of advisory services to contact center managers. One of the features of the new NACC membership is an advisory service that will cover both the operational and technology aspects of running a contact center. Member inquiries will be answered by either Dr. Butler or me. We will also utilize a network of information resources we have developed over the years and pooled together to assist in these member inquiries. As I mentioned in my September 18th article, access to this type of advisory service can cost into the tens of thousands of dollars in other organizations.

If you'd rather communicate with your peers regarding your contact center operations, we can help there too. Members will have access to peer groups that will be organized by industry. There will be a dozen different industry groups initially established with new groups formed as appropriate. Members can send anonymous e-mail inquiries to their peers and have those peers respond with opinions, advice and/or experience as appropriate in order to address the inquiry.

You may already know that the NACC is run from the Call Center Research Lab at The University of Southern Mississippi

their dedication to the growth of call center industry. See the [2008 Media/Advertising Guide](#) link below for more information.

Share the Knowledge

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NACC Investment Portfolio

Stock	Price	Value	Change
NT	1.57	0.86	-9.14
NICE	19.66	4.90	-5.10
VRNT	12.75	5.20	-4.80
SYKE	17.25	9.08	-0.92
WIT	7.56	5.05	-4.95
CVG	12.77	7.23	-2.77
TTEC	10.90	4.74	-5.26
ICTG	6.82	6.55	-3.45
APAC	1.60	7.24	-2.76
TOTAL		50.84	-39.16

Original Value start 11/6/2007
=US\$90.00 or US\$10.00 per stock.

Total Portfolio Value Now= \$50.84

This past two weeks absolutely sucked. I wish I could find a more graceful word for the events that have transpired, but I think that just about sums it up. The *NACC Investment Portfolio* this past two weeks lost \$39.16 to rest at \$50.84 cents, off almost \$40.00 from the start of the index November 2007. That is closing in on a 50% loss in value which is a bad sign for the sector. Comparing two stocks, Nortel has lost over 90% of its value since November 2007 while Sykes has held 90% of its value.

NACC Composite Index

where contact center research is an ongoing function. NACC members will now have the opportunity to share in the results of this ongoing research as it becomes available. Current research includes:

- Underemployment modeling in various communities;
- Contact center relocation issues;
- Offshore outsourcing as a competitive advantage or liability;
- Turnover abatement.

At the end of the year the NACC will publish a market review and a look ahead at the trends, issues and potential market opportunities for the next year. This report will be delivered to members along with a formalized review of the research conducted at The University of Southern Mississippi Call Center Research Lab.

If you're looking to add employees, or are looking for a career change yourself, the NACC will be the place to look. We have recently entered into an agreement with what we believe to be the contact center industry's leading search and placement firm. Members will be given a code that will allow them no-charge access to this service as a membership benefit. Further details of this arrangement will be outlined in a future issue of *In Queue*.

Finally, we will be looking toward the membership for active participation in the future development of the NACC. As a true non-profit organization run from an educational institute and with a tenured professor as Executive Director, the NACC is driven by a set of goals and objectives different from those of the for-profit industry associations and organizations. We expect the membership to be contributors to the organization's future direction.

As is true of anything with value, this membership comes with a price tag. Membership includes all of the services and deliverables listed above and is priced at \$795 per year. As we ramp up our membership drive, we have prepared a special offer for those of you who wish to join the NACC as a full member between October 1, 2008, and December 31, 2008. If you join the NACC between those dates your membership will be priced at \$500 and will take you through December 31, 2009. Joining before the end of 2008 also means you will get the year-end reports in 2008 as well as 2009. Altogether a pretty good deal!

To join the NACC simply go to the newly redesigned website and follow the links. For further questions regarding NACC membership please contact Dr. Butler at david.butler@nationalcallcenters.org or myself at paul.stockford@nationalcallcenters.org. We look forward to having you join us as an active member of the National Association of Call Centers.

Thanks Canada

David L. Butler, Executive Director, National Association of Call Centers, David.Butler@nationalcallcenters.org

The title of this essay is a take-off from Paul Stockford's essay last year ([Vol.2. No.18](#)) titled "Blame Canada."

Date	Value	Change	Percent
11/6/07	100.00		na
12/5/07	94.38	-0.56	-0.60
1/15/08	80.89	-17.02	-21.04
2/13/08	75.56	-1.98	-2.63
3/12/08	65.47	-11.25	-17.18
4/9/08	68.98	1.06	1.54
5/7/08	77.31	3.14	4.07
6/4/08	81.51	2.93	3.60
7/2/08	70.28	-10.20	-14.52
8/13/08	65.57	-0.97	-1.48
8/27/08	68.24	2.66	3.91
9/10/08	66.55	-1.69	-2.54
9/24/08	56.91	-9.64	-16.94
10/8/08	43.24	-13.67	-31.62

The *NACC Composite Index* was down 31.62% the past two weeks. It is hard to put a rosy picture around this sort of drop. I cannot say with a straight face "at least it is not down 40%" since a drop of 30% is absurd in and of itself.

Dow Composite	-14.48%
S&P 500 Composite	-20.40%
NASDAQ Composite	-23.87%
NACC Composite	-31.62%

The *NACC Composite Index* underperformed all other indices the past two weeks, not that they did well themselves. Relative to the others though, the index was down over double to that of the Dow Composite. This means that the faith in the call center stocks in aggregate was much less than was the faith in the broad market overall.

Quotes

If stock market experts were so expert, they would be buying stock, not selling advice.

Norman Augustine (1935 -)

Picture of the Week

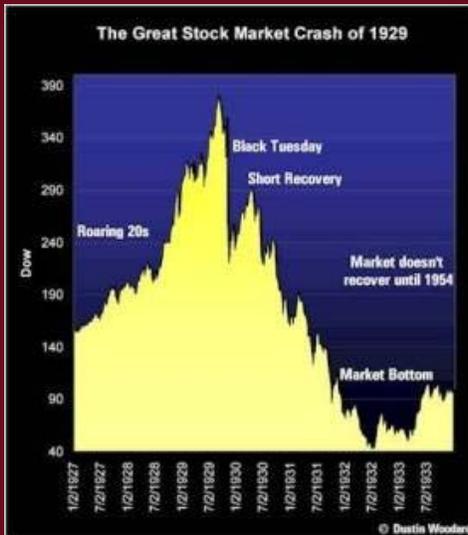
I have just arrived back from Toronto and the ICCM Canada Call Centre conference. I attended the conference to participate in the "60 Ideas in 60 Minutes" session this year, just as I did last year, and like last year, we will be running the transcriptions of each round of ideas in forthcoming issues of this newsletter.

I wanted to personally thank each of you who came up to me during the conference and said "hi" and told me how much you love reading this newsletter, "In Queue." Though we put it together every other week and send it to you, and we have metrics that say that you received it and clicked all over it, it is nice to put faces to the tens of thousands who receive this newsletter. Meeting you makes what I do much more enjoyable knowing that this newsletter is out there, being read by you, and you enjoying what you read.

On a final Canadian note, in 2007 while in Toronto at the ICCM conference, the US dollar was only buying 90% of its value in Canada. This is important from the call center point of view because many US companies moved to Canada to take advantage of the difference in the US and Canadian dollars (Bucks vs. Loons) which was very favorable in the early and mid 2000s. Today the Canadian dollar is now trading at 1.14 per US dollar and appears to be increasing (see image below) as many people globally run to the US dollar as a safe harbor in these topsy-turvy economic times. If a company is looking for a less expensive labor choice outside the US, maybe it is a good time to look at Canada again.



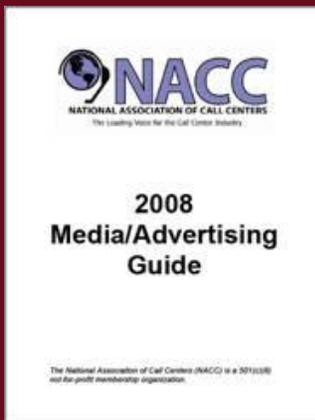
Call Center Comics



This is a picture of the stock market crash in 1929 in the US. I used this picture to teach people this week that the market does not just drop, and it does not just go up, there are mini peaks and valleys that occur during a bust and boom cycle. It is this reason why we track the NACC Investment Portfolio and NACC Composite Index (see above) on a two week rolling average.

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contact the NACC at:
Tel: 601.447.8300
Fax: 601.266.5087
E-mail:

David.Butler@nationalcallcenters.org

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