



# The 10<sup>th</sup> Annual Government Customer Support Conference and Expo

Produced by High Tech High Touch Solutions, Inc. and the remarkable board members

A very special thank you to Chairperson, Daryl Covey from NEXRAD

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## Conference Roadmap to *Education, Inspiration, and Networking*

"Welcome to the 2011 GCS event! We hope you have a wonderful time and make new acquaintances. We will do **"Whatever it Takes"** to create an educational and memorable experience for you. You have my promise!"

*Try Meadors*

### Conference Sessions

Sessions are held in three specific rooms. Each track is assigned to a specific room to make it easy to find, with only a few exceptions. Sessions vary in length so be sure to check your program carefully.

If you would like to visit multiple sessions during one period or find yourself in a session that is not what you were looking for feel free to quietly exit and go to another session. It is important that you receive the education you desire and have the flexibility to experience the event to its fullest.

### Speaker Materials and Hand Outs

Conference Proceedings were made available to you prior to the conference for use at the conference. We encourage you to use a notebook to take capturing the great ideas that you hear. You are welcome to use your laptop to take notes during the sessions.

### Need Assistance

If you have any questions about the program, need recommendations on which sessions to attend, or anything else, please ask any conference host or simply stop by the registration table. Your personal experience is extremely important to us. We will do whatever is needed to ensure you have a positive educational experience.

If you need anything, please call our cell phone, 206-619-HELP.

### We rely on your feedback

Please fill out all your surveys for both the overall conference and the individual sessions. Your input is invaluable to our future program designs. We read every single survey and apply a large majority of your ideas. The speakers appreciate your input, provided to the speakers anonymously. They use it to learn and grow from your recommendations. Your surveys are also your ticket to win the giveaways so be sure to turn them in at registration or give them to a Room Monitor.

### Be a winner!

There are numerous giveaways to win. You must be present to win at all drawings.

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## SPONSORS



Registration and Complimentary Coffee and Tea in the Grand Ballroom Foyer - 7:30 – 8:30 AM

Conference Opening Ceremony with Combined Military Colorguard (8:30 – 8:45)  
**WELCOME AND INTRODUCTION BY CONFERENCE HOST Daryl Covey, NEXRAD (8:45 – 9:00)**

Thursday 9:00–10:00

FEATURED KEYNOTE

Grand Ballroom



**Lessons Learned from a Good War**

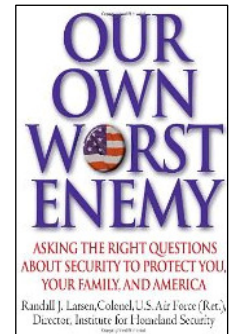
Randall Larsen, USAF (Ret.) & Founding Director, The Institute for Homeland Security  
[www.randalllarsen.com](http://www.randalllarsen.com)

Join Randall Larsen in this entertaining and inspirational keynote address as he discusses leadership lessons learned by Dr. D.A. Henderson during his 10-years as the leader of the World Health Organization’s smallpox eradication program— what many believe to be the greatest scientific and humanitarian achievement of all-time. This visionary leader overcame seemingly insurmountable odds by asking the right questions, setting and enforcing standards, ensuring proper use of technology, and perhaps, most importantly, by posseing up. You, the people attending this keynote, also have the opportunity to change the world – perhaps not on the scale of Dr. Henderson – but who knows? There are no limits on what dedicated, talented and hard working people can accomplish.

The lessons learned in this session will have a direct application to all leaders, at all levels in both the private and public sectors. You will walk away with take home value that you can immediately put to use. We should all strive to win a Good War.

Key Lessons from *A Good War*:

1. Ask the right questions
2. Set and enforce standards
3. Ensure proper use of technology
4. Leverage capabilities: Posse Up!



**Meet the Speaker:**

**Randall Larsen** educates, enthralls, and inspires as he talks about leadership during troubled times.

Larsen is the CEO of the *WMD Center*, a not-for-profit research organization he formed with Senators Bob Graham (D-FL) and Jim Talent (R-MO). He is also the national security advisor at the Center for Biosecurity, University of Pittsburgh Medical Center, a senior fellow at the Homeland Security Policy Institute at George Washington University, and the author of *Our Own Worst Enemy* (Grand Central Publications, 2007).

Larsen’s former leadership positions include: vice president and corporate officer (one of only five) in a 400-person consulting firm; executive director of the Congressional Commission on the Prevention of Weapons of Mass Destruction Proliferation and Terrorism; department chair and professor of strategy at the National War College; chief of legislative liaison at the U.S. Transportation Command; and commander of America’s VIP fleet of aircraft at Andrews Air Force Base Maryland, where he was responsible for 1,000 people, 47 airplanes and helicopters, a \$150 million annual budget, and some very high-maintenance customers. He also served as a military attaché at the U.S. Embassy in Bangkok and on the Defense Science Board. He is a member of the Council on Foreign Relations and of the National Speakers Association.

His articles have been published in the *Washington Post*, *Wall Street Journal*, *USA Today*, *New York Post*, *Business Week*, and *Ripon Forum*. In 2007, *US News & World Report*, *Congressional Quarterly* and the *Washington Times* carried in-depth profiles on Larsen. He is a frequent guest commentator on radio and television including: CBS, NBC, ABC, CNN, BBC, NPR, *Jim Lehrer News Hour*, Fox News Channel, *Larry King Live*, *Oprah* and Dr. Oz.

Colonel Larsen has flown a wide range of military and civilian aircraft including supersonic jets, large transport aircraft, airliners and executive jets, plus 400 combat missions in Vietnam in helicopters. His decorations include the Legion of Merit, Distinguished Flying Cross, Bronze Star, 17 awards of the Air Medal (3 with "V" Device for Valor), and the South Vietnamese Cross of Gallantry.

10:00 – 10:15 BREAK

Thursday 10:15–11:15

Shop Talk Mastermind Session

Grand Ballroom



## Shop Talk Mastermind Networking Sessions

*One of the most popular sessions in the event.*

*Pick your favorite topic and join in the engaging discussions!*

1. **Effective Leadership in the Government Contact Center Environment**
2. **Social Media for Customer Interaction and Service Visibility**
3. **Applying ITIL Service Management Structure in the Contact Center Environment (Part 1)**
4. **Using Knowledge Management to Improve Customer Support – Sponsored by Right Answers**
5. **Building and Selling the Business Case for Service Enhancements**

Thursday 11:30-12:30

Track 1: Leadership/Soft Skills

Salon C



### Star Light, Star Bright –Distinguishing the Star Performer from the Leadership Star at the Speed of Light!

Carol Bowser, Conflict Management Strategies  
[www.managingconflict.com](http://www.managingconflict.com)

Why is it that some of the star performers make the poorest leaders despite a great track record? Simple, often what drives a person to be a star performer-personal ambition, go getter attitude; needing little supervision makes them a poor choice for a leadership or supervisory position. The result for the organization is increased conflict, frustration, and more time spent dealing with "personality issues." Come spend a fun and interactive session with Carol Bowser and find out how to distinguish the Star Performer from the Leadership Star.

#### Take-away:

Carol will share ideas how you can make sure your notable performers are shining rightly & provide a free subscription to her Enewsletter

#### Meet the Speaker:

After several years of practicing Employment Law, Ms. Bowser decided to become an entrepreneur and work with organizations to prevent costly workplace conflict and share the gospel of "Managing Conflict-Empowering People." She knows the difference between what employees perceive to be unfair and what is illegal. Carol Bowser founded **Conflict Management Strategies**, a company emphasizing training, mediation, and consulting on conflict resolution in schools and workplace.

#### Benefits of Attending

- Learn the 3 characteristics that distinguish a star performer that make them a horrible choice for leadership positions
- Discover what negative characteristics that the brightness of a star performer hide
- Determine what bright shiny characteristics do star performers and star leaders share
- Evaluate your organizations criteria for advancement against true traits of great leaders
- Create an action plan to assess your staff's star performer vs. leadership quotient

**"Innovation distinguishes between a leader and a follower."  
-- Steve Jobs**



### CASE STUDY: USDA: Winning Practices in Staff and Customer Care for Contact Centers

Dana Watts, USDA Forest Service  
Greg Grichtmeier, IBM US Federal



The Obama administration's open government mandate has challenged Federal agencies to deliver the same level of service that constituents have come to expect from the private sector. While government's customer service challenge is significant, many government agencies have heeded this call and made great progress in addressing the customer service imperative—achieving some impressive results along the way. The USDA

Forest Service is one of those organizations that is actively embracing technology to provide information whenever, wherever and however needed.

The USDA Forest Service has implemented a contact center management solution which is open 24 / 7 / 365. Featuring Phone, Chat, Email, Fax, Web and API Forms (Service Request) and a Self-Help Portal that promotes the use of Knowledge Management documents, the agency has built an impressive knowledge base totaling more than 30K answers, which Forest Service employees can access at any time. This was especially important, considering the Forest Service receives approximately 25K information requests per month from its employees, with 60% receiving first contact resolution.

Through this case study, attendees will learn how to utilize constituent engagement technology to streamline processes and serve employees quickly and effectively—always providing accurate information.

#### Take Away:

Government Data Sheet featuring case study success stories.

#### Meet the Speakers:

**Dana A. Watts** is the Customer Help Desk Manager for the USDA Forest Service's Chief Information Office (CIO). She oversees all aspects of the Help Desk program including management of the contracted Tier 1 helpdesk. She has worked for the Forest Service for over twenty years, with eight of those years as a member of the CIO helpdesk program. She has done many jobs within the Forest Service, including clerical, fire fighting, GIS specialist, local IT support and setting up a Quality Management program for the CIO. She currently leads a team of Forest Service CIO employees responsible for the knowledge base, analytics, customer satisfaction, as well as liaising and requirements gathering with other projects and programs.

**Mr. Grichtmeier** provides program and project management for the design, development, and execution of Customer Relations Management Solutions. He utilizes customer data, marketing analysis, and customer experience and expectations to strategically position a CRM solution to meet the client needs. Mr. Grichtmeier selects and develops appropriate CRM applications within the budget and specifications of the client. With his experience as a system engineer he can liaison between technical and non-technical teams to enable effective communication.

#### Benefits of Attending

- Continually improve the constituent experience via customer satisfaction surveys
- Improve contact center operations
- Build an intelligent knowledge base
- Learn best practices in contact center design (Fully hosted , multi site, work from home agents)
- Learn how an interagency helpdesk approach, utilizing enterprise grade solutions, drives and streamlines single point of contact operations

Session sponsored by



### Telework Takes a Giant Leap Forward

Monica Babine, Washington State University  
[www.wsu.edu](http://www.wsu.edu)

Who says you and your staff can telework? Well, in the federal government it's got support at the very top. On December 9, 2010, President Obama signed the Telework Enhancement Act of 2010, a law that requires federal agencies to provide telework programs for eligible employees. Join us to learn about this new legislation, hear about those who already have successful programs, and discuss what steps you and your staff can take to telework (Really!). Not with a federal agency? No problem, we'll also identify how this law and lessons learned from those already supporting work at home can help your organization implement or expand telework.

#### Take-away:

- Link to Overview of Telework Enhancement ACT
- Copies of the Telework Exchange Newsletter

#### Meet the Speaker:

Monica Babine is the lead at Washington State University (WSU) providing promotion and technical assistance for telework and other digital technology applications working with business, non-profits, government, and economic development organizations. She has been at the forefront of the telework movement in the US since 1990 when she had her first opportunity to be a teleworker, supervise teleworkers, and manage a telework program.

#### Benefits of Attending

- Understand what the Telework Enhancement Act of 2010 means for you and your staff
- Learn about telework success stories and best practices
- Identify next steps for you and your organization

**12:30-1:30 NETWORKING LUNCHEON AND MEET WITH EVENT PARTNERS**



**2011 Government Customer Support Excellence Awards Ceremony**

**1:30-2:00 in the Grand Ballroom**

**Thursday 2:15–3:30**

**Track 1: Leadership/Soft Skills**

**Salon C**



**Stretch to Connect™ – Finally the Guaranteed Solutions to Great Customer Service with Every Connection!**

Corina Stretch, Puget Sound Energy / Simply Customer Service  
[www.simplycustomerservice.com](http://www.simplycustomerservice.com)

In this session, we'll identify the key indicators that must be given on every interaction. These proven techniques can be used for external or internal customers and can even result in higher employee satisfaction. You will be participating in exercises which will identify the unique ways to get connected with your employees, customers and all interactions.

The Stretch to Connect™ concept is an easy to remember and yet very effective way to self improve. It can be used for training, coaching and overall communication. You'll leave this exhilarating session armed with the tools and techniques required to give, recognize, coach and train.

**Take-away:**

- Stretch to Connect™ quick reference guide
- Exercise charts

**Meet the Speaker:**

Corina Stretch brings over 25 years experience in the customer service Industry. She has worked for over 22 of those years at Puget Sound Energy, Washington State's largest Utility Company, as a supervisor, outage manager, trainer, coach, and mentor, where she currently plays a key role in the 200+ seat department's daily business operations. Throughout her career, Corina's desire to educate and inspire others led her to start her own business, Simply Customer Service, Inc., in 2005. This has made it possible to motivate, and encourage her audience to live up to their full potential in any business organization.

**Benefits of Attending**

- Learn how to improve your own customer service skills
- Identify the key factors for the best customer service.
- Understand the reason for poor customer service
- Recognize essential tips and techniques to create better customer relations
- Equip yourself with the necessary tools to coach and train

**“We asked ourselves what we wanted this company to stand for. We didn't want to just sell shoes. I wasn't even into shoes - but I was passionate about customer service.”**  
**-- Tony Hsieh**



### Social Media in the Contact Center and the Service Desk

Ivy Meadors, CEO, High Tech High Touch Solutions, Inc.  
[www.hthts.com](http://www.hthts.com)

Are you a part of your organization's charge toward social media implementation? Being on the forefront of this exciting new opportunity to interface with your customers will enable you to drive and guide your group's role in the implementation. Your knowledge can help prevent your organization from making mistakes, looking back and realizing things that should have been considered before the roll out.

"How do I get started", "What should we do first", and "How many resources will we need" to implement social media in the contact center and service desk? Who does the social media administrator report to and what department does the social media manager work in? The answers to these questions are key considerations for organizations. Often, senior management challenge how social media could be used effectively for service and support and if the effort would be cost justified. The first question that needs to be answered is "What do you want to accomplish by using Social Media?"

Contact Centers and Service Desks can benefit significantly from using social media to solve an array of issues and enhance communications. This session will help people appreciate the value of using social networks and understand how they can benefit the service and support organization.

#### Take-away:

Guide of social media resources

#### Meet the Speaker:

Ivy Meadors, founder and CEO of High Tech High Touch Solutions, has over 30 years of experience in the customer service and support industry, is a seasoned consultant and a world-renowned professional speaker who has traveled the globe to deliver her content rich presentations. She is the owner and producer of the Signature Customer Service and Support Conference and Expo and the Government Customer Support Conference and Expo.

#### Benefits of Attending

- Review the principles for using a variety of social networks and mediums in Contact Centers and Service Desks and how to apply them in your organization
- Hear some valuable integration considerations
- Understand how to integrate Social Networking tools into one "pipe" bi-directionally for expediency and efficiencies
- Ways to use social media that could reduce and even eliminate calls, will be reviewed
- Review consideration for using blogs, videos, vlogs, eBooks and vooks for training resources and to supplement your Knowledge Management efforts
- Hear how other organizations are using these tools and gain ideas to develop your own social media strategy



### Capture and Analyze Customer Feedback: Key Industry Learnings

Tom Lewis & Andy Haas, Deloitte Consulting



Organizations have access to a number of mechanisms to capture customer feedback in today's contact center. Determining which mechanism is best for your organization requires an understanding of the issue (s) you are trying to solve, how you can capture customer feedback, and the culture of your people and your

customers. And, perhaps most importantly, an understanding of what to do with the feedback once it's gathered.

This session will discuss the various mechanisms for capturing customer feedback, how to determine the best approach for your organization, and how to use the data once it's captured. We will cover these points through a discussion of industry leading practices and case studies. Areas to be discussed include surveys; focus groups; speech/voice analytics; social media; and quality programs.

#### Take-away:

Deloitte's Contact Center Assessment Maturity Framework and Contact Center of 2015

#### Meet the Speakers:

Tom Lewis is a principal in Deloitte Consulting's Strategy and Operations practice and is responsible for leading the firm's Contact Center Advisory Practice. Tom has over 23 years consulting experience; his focus is in helping organizations improve their customer facing operations, especially as it relates to contact center service, sales and support.

Andy Haas is a Senior Manager in Deloitte Consulting LLP's Strategy and Operations practice focusing on contact center strategies, operations and solutions. Andy has over 14 years of cross industry consulting experience primarily focused on enhancing client revenue and reducing costs by helping clients transform their contact center, customer service and customer interaction capabilities.

#### Benefits of Attending

- Hear lessons learned from case studies of organizations who deployed a customer intelligence program
- Hear about leading edge solutions in the customer analytics space
- Obtain tips on how to use social media to capture customer feedback
- Receive practical advice on how to make customer feedback part of your day to day operations

Session Sponsored by:

**Deloitte**



**Attracting and Retaining Millennials and Gen X**

Ivy Meadors, CEO, High Tech High Touch Solutions, Inc.  
[www.hthts.com](http://www.hthts.com)

The government has an edge attracting the younger generation in today’s economy, given the perceived stability in the workplace. This generation is particularly ambitious and is looking for opportunities that offer career advancement, work life balance and fun. They are not going to come to work, figure it out, keep their heads down and their mouths shut –they have a different style and it isn’t the sort that the public sector has been accustomed to in the past but is eager to embrace today.

This session will review how to attract and retain Millennials and Gen X in the public sector. We will explore behavioral styles, work ethics, communication considerations, motivational needs, and leadership techniques that are the most effective to attract and retain the younger generations.

We will encourage audience participation for a highly interactive, thought-provoking and stimulating discussion. You will hear how to successfully attract and retain the Millennials and Gen Xers working in organizations that have been primarily Boomer and Traditionalist oriented.

**Take-away:**

Handout with loads and loads of resources on Generations

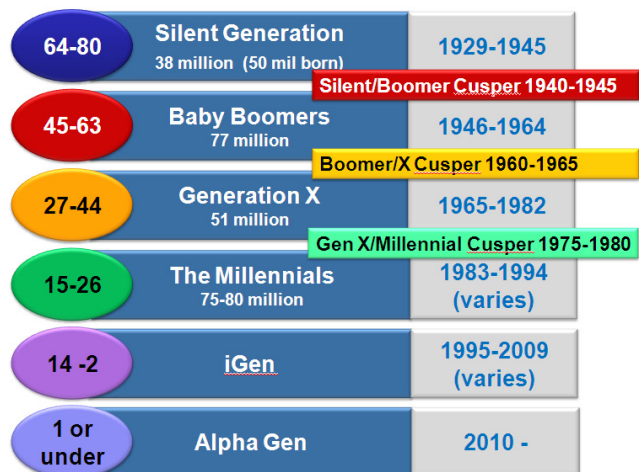
**Meet the Speaker:**

Ivy Meadors, founder and CEO of High Tech High Touch Solutions, has over 30 years of experience in the customer service and support industry, is a seasoned consultant and a world-renowned professional speaker who has traveled the globe to deliver her content rich presentations.

**Benefits of Attending**

- Review proven considerations for retaining the younger generations
- Find out how organizations are attracting the younger generations to jobs in the government
- How to get a multi-generational workforce aged 18-70 working together constructively with good rapport
- Examine the value of formal mentoring leveraging the knowledge capital of the more experienced staff members
- Hear ideas on appropriate recognition of the younger generation for their work contributions

**“I see no hope for the future of our people if they are dependent on the frivolous youth of today, for certainly all youth are reckless beyond words.” – Hesiod, 700 BC**





**Building a Unified Voice of the Customer: Beyond the Survey**

Dennis Gonier, CEO, TARP Worldwide  
[www.tarp.com](http://www.tarp.com)

Most organizations view their voice of the customer (VOC) as either their surveys or their customer complaints. The problem is that every data source has biases and blind spots. Often times, organizations primarily define their VOC strategy with surveys, when surveys, like looking in the rearview mirror, only address a customer’s past experience, they do not allow you to address things as they happen. A unified VOC uses operational data and employee input in addition to surveys and customer contacts. Mr. Gonier will provide best practices on what makes an effective VOC and how to address some of the organizational and political challenges you will face in building one.

**Take-away:**

Four copies of *Strategic Customer Service* will be raffled

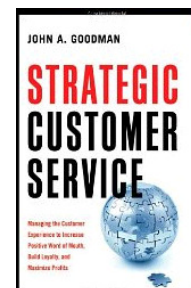
**Meet the Speakers:**

As one of the organizations pioneers in call center Mr. Gonier brings his leadership skills to TARP Worldwide, the nations’ most credentialed Customer Experience consultancy. He has a stellar resume of experience and accomplishments as an expert, pioneer and innovator in customer insights, service, marketing research, business strategy, database and interactive marketing. Career highlights include leading America Online as Executive Vice President where he successfully took on the challenge of turning AOL around and changing its business practices after the Time Warner merger. Prior to AOL, Mr. Gonier was the founder and CEO of Digital Marketing Services which pioneered new loyalty strategies and launched online research as an alternative to phone surveys (AOL bought DMS in 1999).

Mr. Gonier is an expert in business strategy, social science research, analytics and using technology to help enterprises treat customers better. He has been named one of the “top ten 21st Century Stars changing the face of consumer intelligence and marketing” by American Demographics. Mr. Gonier is valedictorian graduate of Austin College, Sherman Texas where he currently serves on the Board of Trustees. His graduate work in social sciences was conducted at University of Texas. His philanthropy in Texas higher education has placed him among few Texans in the prestigious Stephen F. Austin and Emily Austin Societies.

**Benefits of Attending**

- Learn how to become the effective leader of the VOC
- Enhance the customer experience with a unified VOC
- Understand the eight key attributes of an effective VOC process that produces more actionable, timely and compelling recommendations
- Create the economic imperative for action by estimating the word of mouth, revenue, cost and risk implications of better service and quality
- Help management effectively tie metrics to incentives



5:00-6:30 PM – April 14



**10<sup>th</sup> Anniversary Wine and Cheese Networking Reception**  
 Grand Ballroom Foyer



**Evening Networking Dinner & Activity in Alexandria**  
 with Host Daryl Covey  
 Depart Hilton Alexandria Lobby at 6:30 PM on April 14

## Complimentary Coffee and Tea in the Grand Ballroom Foyer – 8:00 – 8:30 AM

Friday 8:30-9:30

Track 1 &amp; 2: Leadership/Soft Skills &amp; Technology/Process

Salon C

**State of the “Contact Center Technology” Industry**

Bill Price, Founder &amp; CEO, Driva Solutions

[www.drivasolutions.com](http://www.drivasolutions.com)

There are so many possible contact center technologies (>30 categories) and vendors promoting them (hundreds) that it makes your head spin! So many options in telephony, cloud computing, call tracking, virtual/remote technology, and self-service ... what's the latest? What will help your organization succeed?

With tight operational budgets and anxious customers, it's important to sort the wheat from the chaff, and fortunately there are many hot new contact center technologies that really work. In this session, industry veteran (and returning GCSC speaker) Bill Price will highlight new and useful options in contact center technology, including profiling 10 “hot new” solutions including 2-way text messaging, click to call, social media mining, and WOCAS with mini-cases on 3 of them.

**Take Away:**

A framework (in Excel, printed) to sort through the 30+ categories of available contact center solutions.

**Meet the Speaker:**

Bill Price started Driva Solutions in September 2001 to help companies achieve the delicate balance between cost containment and greater customer loyalty via their contact centers and other customer-facing operations. Prior to forming Driva Solutions, Bill was Amazon.com's first Vice President of Global Customer Service, responsible for all customer service activities including managing the company's contact centers in the US, Europe, Japan, and India.

Bill is a frequent industry speaker and writer, teaches CRM at the graduate school level, and is on the Advisory Board of several leading contact center vendors, industry associations, and publications. Bill has authored more than 20 articles and white papers, and the videotapes of his presentations with the University of Washington in 2002 and 2004 continue to be broadcast on television.

**Benefits of Attending**

- Get up to speed on the latest contact center technologies, aligning them with benefits including cost savings and improvements in customer satisfaction.
- Identify “best fit” contact center technologies, from the 30+ categories of available solutions.
- Obtain definitions and examples of some of the hot new contact center technologies that really work today, with sample costs and ROI.
- Begin to research vendors/suppliers that can provide these new technologies.

Friday 8:30-9:30

Track 3: Business Strategy

Madison Room

**Workforce Diversity through Hiring People with Disabilities; Advantages and Considerations**

Matt Van de Voorde, Director, Teleservices, Orion

[www.OrionTeleservices.com](http://www.OrionTeleservices.com)

Men and women with disabilities are the most underemployed people in the US, with 2010 figures showing over 70% of Americans with disabilities without a job. There is mounting evidence that companies choosing to tap into this workforce are seeing increased productivity, positive results in customer satisfaction and increased retention rates.

This presentation will cover what to consider when hiring people with disabilities, it will dispel some misconceptions, and it will examine advantages to your business.

**Take-away:**

Facts and Resources Sheet related to topic

**Meet the Speaker:**

Matt is a Director at Orion of Federal Way, WA, where he leads their Teleservices Division. Orion is a social enterprise with mission to enhance career opportunities for men and women with disabilities. For 53 years. Orion has supported its own mission through successful business and rehabilitation services. As well as his management duties as one of the organization's four directors, Matthew also handles business development for their Contact Center Services. Matt also created a greater Seattle area business advisory group comprised of customer contact professionals that hold quarterly meetings and education sessions that he speaks at and/or moderates.

**Benefits of Attending**

- Facts about employment rates for people with disabilities.
- Common misconceptions about employing people with disabilities.
- How to be aware of disabilities, whether visible or not.
- Common assistive technologies for the contact center.
- Real world examples of positive results from hiring people with disabilities and some inspirational individual success stories.



## Shop Talk Mastermind Networking Sessions

*Pick your favorite topic and join in the engaging discussions!*

1. **Applying the ITIL Service Management Structure in the Contact Center Environment (Part 2)**
2. **Establishing and Cultivating the Service Culture for Government Customer Contact Centers**
3. **Making the most of the Budget you have in Tough Times**
4. **Enhancing Skills for Communicating with Customers**
5. **“Chat” Practices for Contact Centers and Service Desks**

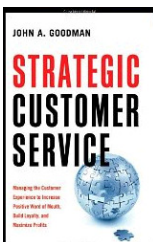
**10:45 – 11:00 BREAK**



### Moving from Fire-Fighting to Prevention while Reducing Service Costs

Crystal Collier, Chief Operating Officer & SVP, Practices, TARP Worldwide  
[www.tarp.com](http://www.tarp.com)

TARP has found that over half of all customer contacts are created by processes that cause unpleasant surprises, are confusing or promote customer errors. However, most service centers spend all their time trying to answer the phone rather than improve the process. The good news is that you can create an economic imperative for process improvement, thereby moving out of firefighting into a preventive mode of service. Further, you can actually reduce costs while creating delight by delivering “Psychic Pizza”, which is delivering information to the customer via email before they ever get around to asking.



#### Take Away:

Four copies of *Strategic Customer Service* for raffle

#### Benefits of Attending

- Understand the primary causes of customer contact
- A strategy for reducing unnecessary contacts via preemptive education and communication
- Discover a strategy that has been implemented at both the State and Federal government level, as well as in the private sector
- Learn how to design flexible solution spaces which allow your staff to adjust their approach appropriately without breaking the rules, leaving customers feeling “treated fairly.”
- Learn how implementing this strategy in your service center will reduce costs, increase FCR success, and lead to more satisfied, loyal customers.

#### Meet the Speaker:

Ms. Collier is in charge of TARP’s Practices Division, which is solely focused on improving practices in contact centers for Global 2000 clients. In addition to her contact center management expertise, she has extensive experience in consumer and employee marketing, communications, customer service, project management, and direct marketing. Beyond her Practices Division role, Ms. Collier also serves as TARP’s COO, where she plays a critical role in constructing processes and systems to meet the changing needs of TARP clients and the customers they serve.

Prior to TARP, Ms. Collier held a variety of positions, including Vice President of Marketing Communications at AOL, where she was responsible for internal marketing and communications to 14,000 employees in AOL’s Access Division, including 12,000 Member Services contact center representatives in 18 locations in the US, India, South Africa, Canada, Mexico, the Philippines, and the Caribbean. She has also provided independent consulting on internal marketing and communications and customer service practices for companies seeking to improve performance and results in their contact center operations.



### **CASE STUDY: USPTO: Helpdesk Efficiencies: Leveraging Telework and Technology**

Lisle Hannah & Roxanne Fuhrman, U.S. Patent and Trademark Office  
[www.uspto.gov](http://www.uspto.gov)



The U.S. Patent and Trademark Office have initiated a robust Telework program that impacts every business unit. The Facilities Help Desk at the U.S. Patent and Trademark Office services 10,000 employees with facility issues that occur in 14 buildings. As with any organization, there is continual change: striving to improve customer service, making the unit a pleasant place to work with maximum flexibility and independence, and at the same time, making teamwork the foundation.

This session uncovers tips for managing that flexibility within a call center environment, where customer service is paramount. This discussion will focus on the challenges of managing that flexibility to provide full coverage to the help desk while still meeting work requirements. This seminar will review the various considerations and the evolving plan as well as the benefits and outcomes.

#### **Take-away:**

- Sample schedule
- Initial workflow chart versus final workflow chart

#### **WINNER SPOTLIGHT**

*2010 Government Customer Support Excellence Award Winner (Teamwork)*

#### **Meet the Speakers:**

Lisle Hannah is the manager of the Space and Facilities Management Division at the U.S. Patent and Trademark Office. The Lease Management Branch, of which the Facilities Help Desk is part of that division. Lisle has been the manager for four years and prior to that was a contractor working on the space design and construction for the agency.

Roxanne Fuhrman is a Building Management Specialist in the Lease Management Branch of the U.S. Patent and Trademark Office. She is one of five people who manage the Facilities Help Desk in addition to other roles. She continues to participate in discussions relative to the software systems that support the ticket creation and tracking. Roxanne has been in this position for approximately four years and has taken on sustainability for the agency as an added responsibility.

#### **Benefits of Attending**

- Learn about the Telework program at U.S. Patent and Trademark Office
- Review results of Lean Six Sigma program and evaluation of our work processes
- Leverage your ability to understand how to meet particular work goals while still creating a stimulating work environment
- Increase understanding to develop tools for implementation of schedule and coverage
- Learn how a team can become more cohesive in spite of working differently



### **LESSONS LEARNED: How the British Tax Office is Applying Best Service**

Bill Price, Founder & CEO, Driva Solutions  
[www.drivasolutions.com](http://www.drivasolutions.com)

Industry veteran (and returning GCSC speaker) Bill Price will re-introduce the 7 Principles of "Best Service" from his popular book *The Best Service is No Service: How to Liberate Your Customers From Customer Service, Keep Them Happy & Control Costs* (Wiley/Jossey-Bass, 2008), and then will share how the British Tax Office has been applying them over the past 12-18 months. Bill will summarize related successes in the US, both public sector and relevant private sector examples.

#### **Take Away:**

Three copies of *The Best Service is No Service* book will be given to the winners of a survey Bill will give in the middle of his presentation.



#### **Benefits of Attending**

- Refresh the 7 "Best Service" Principles, all of which apply to the government sector.
- Obtain ideas how to apply Best Service to your government operations.
- Figure out how to adapt examples from the private sector to improve customer experience while controlling costs.

#### **Meet the Speaker:**

Bill Price started Driva Solutions in September 2001 to help companies achieve the delicate balance between cost containment and greater customer loyalty via their contact centers and other customer-facing operations. Prior to forming Driva Solutions, Bill was Amazon.com's first Vice President of Global Customer Service, responsible for all customer service activities including managing the company's contact centers in the US, Europe, Japan, and India. Bill is a frequent industry speaker and writer, teaches CRM at the graduate school level, and is on the Advisory Board of several leading contact center vendors, industry associations, and publications. Bill has authored more than 20 articles and white papers, and the videotapes of his presentations with the University of Washington in 2002 and 2004 continue to be broadcast on television.

## 12:00-1:30 NETWORKING LUNCHEON AND MEET WITH EVENT PARTNERS

Friday 1:30-2:30

Track 1: Leadership / Soft Skills

Salon C



### **CASE STUDY: USGS Service Desk: Climbing to the Top with Your Marketing Campaign**

Brenda Yates, Service Desk Operations and Marketing Manager, USGS  
[www.usgs.gov](http://www.usgs.gov)

Looking for ways improve your marketing campaign for your Service Desk? Learn how the USGS Service Desk (which currently supports several thousand end users) used a dynamic marketing approach to increase first-level resolution using chat online and remote support.

This session will show you how to overcome the challenges of obtaining management endorsement for marketing. Brenda will share the benefits and successes of the marketing materials that are used to communicate and promote the USGS Service Desk to upper management.

#### **Take-away:**

Monthly and quarterly USGS Service Desk Reports – a professionally prepared fact sheet printed in color and presented to senior managers. These fact sheets can be used as a guideline for presentations to market your support organization.

#### **WINNER SPOTLIGHT**

*2010 Government Customer Support Excellence Award Winner  
(Overall and Customer Focus Excellence)*

#### **Meet the Speaker:**

Brenda Yates is Operations and Marketing Manager of the USGS Service Desk. Brenda has over 10 years of management experience and serves as the primary marketing point of contact. She is responsible for creating and maintaining brochures and presentation materials that promote the Service Desk services, including monthly/quarterly metrics.

Prior to joining the USGS, she worked for Continental Airlines in the Denver, Colorado reservation center serving as a reservation agent and trainer for new hires on best customer service practices and how to increase sales.

#### **Benefits of Attending**

- Learn how to be successful in marketing your Service Desk by improving communication.
- Discover ways to immediately improve presentation materials, e.g., what to include and what to remove when presenting to your senior managers.
- Learn the value of marketing single-contact support.
- Leverage marketing techniques that have proven successful to management and to existing and potential new customers.
- Increase employee motivation by marketing customer feedback, analysts' pictures, as well as tips and tricks from your support-center staff.

Friday 1:30-2:30

Track 2: Technology/Process

Salon C



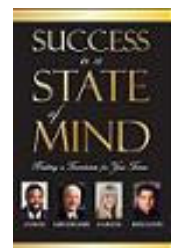
### **PANEL: Bringing it all Together: Integrating Social Media Channels**

Facilitator: Ivy Meadors, CEO, High Tech High Touch Solutions, Inc.  
[www.hthts.com](http://www.hthts.com)

Integrating social media channels is a way to humanize the mission of improving citizen engagement: The challenge is that people want to interact with another person, and not more automated communication. It has to have a human side, a real face and personal comments, which is a scary thought for most agencies; however, it can be done in a professional manner. Social Media brings a human aspect to an issue - People listen to people. People want their government to talk with them, not at them. This is yet another attempt to open up a dialogue to improve citizen engagement. We are harnessing new technology but it is not about the technology. It is about using the technology to engage and better serve America.

The expert panel will share:

- Ideas to expand and get more out of your current communication vehicles
- How they are successfully using social media in their organizations
- Strategic uses of social media channels to communicate and collaborate with customers
- How they integrated social media channels into their websites
- The value of creating a social website community
- And many more ideas.



Ivy's co-authored book will be given away.

### **CASE STUDY: Case Study: New York City 311 Call Center: Customer Service in Changing Times**

Saadia Chaudhry, Call Center Director, New York City 311 Call Center  
[www.nyc.gov](http://www.nyc.gov)

Over the past two years, economic realities across the country have forced private sector and municipalities to cut costs. The impact of budget pressures on city services and 311 in particular will be covered in this session. Effective customer relations management can be challenging when customer demands are ever-evolving, especially in the country's largest government call-center. Key technologies, however, when applied proactively can enable any organization to adapt to changing needs and budgets.

This session will also focus on the relationship between technology and customer service operations, and offers insight into overcoming obstacles and best technology practices.

#### **Take-away:**

311 resource to be handed out during the session

#### **Meet the Speaker:**

Saadia Chaudhry directs the largest municipal customer service operation in North America, the New York City 311 Customer Service Center. She is responsible for ensuring 8 million residents, millions of commuters and visitors, and thousands of businesses have easy and direct access to information, services, and assistance provided by the City of New York. An experienced professional in consumer marketing, operations, training, quality assurance, sales and technology, Ms. Chaudhry oversees a staff of over 350 operating 24/7 and responding to the needs and demands of the city that never sleeps.

#### **Benefits of Attending**

- Learn how NYC 311 used technology to solve budget challenges
- Avoid common customer service pitfalls
- Apply cost saving techniques to your organization



### **Advanced Leadership Techniques: Follow the Leader....Effective Followership**

Yolunda Davis, Associate Director, IRS Employee Resource Center  
[www.irs.gov](http://www.irs.gov)

There is no shortage of information on leadership. Thousands of articles and books are devoted to this subject. Are leaders born or can you teach leadership? How best to lead? Should you lead with your heart or lead with your head? The debates and perspective are endless but there seem to be one central theme....how to become more efficient and successful as a leader but how do you become an effective "follower". Where do you find guidance on how to master followership? It is difficult to follow the leader with the proper tools and guidance.

This session will examine leadership from a follower's perspective. All managers must be leaders but all leaders are not managers. Leaders exist at every level of an organization. This session will help energize and inspire participants to uncover the leader within as they follow.

#### **Take-away:**

Each participant will receive helpful hints that will grow the leader within.

#### **Meet the Speaker:**

Yolunda Davis began her IRS career more than twenty seven years ago as a co-op student. She has transversed through a variety of administrative support positions in Facilities Management, Personnel, Training and Quality. She has over seventeen years of experience as a Management Analyst and has extensive experience in management. She has been a part of the IRS Employee Resource Center from its inception in October 2001 where she served as a Senior Program Analyst for seven years. In September 2008, she was selected as the Associate Director of the Employee Resource. Yolunda holds a Bachelor of Science Degree from the University of Alabama and is an accomplished motivational speaker. She is a respected member of the Customer Service community, currently serving on the Board of the Government Customer Support Conference organization.

#### **Benefits of Attending**

- Understand the attributes of an effective "Follower"
- Learn how to be BOSSIE regardless of your job title
- Understand why people lead
- Learn how to recognize leadership skills in yourself and others
- Understand the "Leadership Cycle"- leader as follower and followers as leaders
- Discover what characteristics leaders "really" value in followers



### The Best of Winning Practices in Government Contact Services

Daryl Covey, Manager NEXRAD Hotline, NOAA & Cgov Community of Practice

[www.fedhelpdesk.roc.noaa.gov](http://www.fedhelpdesk.roc.noaa.gov)

This session reviews the memorable and creative customer support practices from past nominations for the Government Customer Support Excellence Awards. Come along as we browse the best efforts of all types of customer touch points at all levels of government and discover a wealth of creative approaches to meeting the needs of our diverse customers in the public sector.

#### Take-away:

The Pyramid Model for excellence in supporting Government's customers.

#### Meet the Speaker:

Daryl Covey manages the NEXRAD Hotline for the U. S. Departments of Commerce, Defense, and Transportation and facilitates the Cgov community of practice. He also edits the monthly Cgov eNews and has been interviewed for numerous articles on public sector customer support. Daryl is a graduate of the Universities of Oklahoma and Wisconsin and the Federal Executive Institute.

#### Benefits of Attending

- Learn what the "best practices" really are (and aren't!) in customer support.
- Compare your approaches to customer service with both similar and dissimilar operations elsewhere throughout government.
- See how others apply creativity in a customer-centric manner
- Find out what makes front liners synergize with the organization, the customer, and each other
- Gain a wealth of insight into what's really going on in the world of government customer support

**3:45 – 4:00 REFRESHMENT BREAK**



### The Light at the End of the Tunnel Might not be an Oncoming Train!

Doug Bear, Public Communications Manager, Kitsap County

[www.kitsapgov.com](http://www.kitsapgov.com)

My father used to say "With my luck I'll finally see the light at the end of the tunnel, and sure enough, it will be an oncoming train!" These are challenging times. Pick up a newspaper today and you're sure to hear about government shut downs, severe budget shortfalls, layoffs, furloughs, service level declines and a myriad of reports that make you wonder if there ever will be light at the end of the tunnel. But remember, Albert Einstein once said, "In the middle of every difficulty lies opportunity."

Join Doug in this inspiring keynote session and learn how present day challenges can lead to unique opportunities in Government's call centers and help desks. In fact, ideas that have been previously rejected may now even be considered essential. Delving into his own experiences at Kitsap County, Doug will teach you how to manage customer support from a new perspective and help you build a strategy and vision that reaches far beyond the end of the tunnel.

#### Meet the Speaker:

Doug Bear is the Public Communications Manager for Kitsap County, Washington. He created the County's first call center in 1994, and is managing the expansion to a full-service 3-1-1 center in Kitsap County. His leadership experience includes the U. S. Navy, serving as an elected official, serving on various Boards and Committees, directing theatrical productions and leading community groups and fund raising activities. He is a member of the National Association of Government Communicators.

#### Benefits of Attending

- Learn how to leverage effective customer service and keep service levels high
- Build and present your business case to executives
- Explore how effective self-service increases customer satisfaction
- Develop simple techniques to add value to your customer's experience

**4:45 – 5:00 PM - Closing Wrap-up in the Grand Ballroom**  
Valuable giveaways including a drawing for free passes to attend future events

**Evening Networking Dinner & Activity in Alexandria with Host Daryl Covey**  
Depart Hilton Alexandria Lobby at 6:30pm

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**High Tech High Touch Solutions™ invites you to join  
The Customer Service and Support Professionals (CSSP) Community™**

The CSSP Community™ offers free tele-seminars, virtual interest group (VIG) meetings (live educational telecasts) and provides a global network of people and online resources. The CSSP Community™ holds complimentary networking meetings, which include a formal presentation, and organize free, to low cost workshops, in limited areas.

We are the only group like this in the United States. The goal is to provide free education and personalized networking opportunities. An expert board of volunteers from the contact center and help desk industries contributes to the CSSP Community™, which is brought to you by High Tech High Touch Solutions.

**Drop your card at the registration desk to be added to the secure database or sign up on the CSSP website at [www.thecssp.com](http://www.thecssp.com)**

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**Websites containing Resources, Event Listings, Free Tele-seminars, Newsletters and More**

**[www.hthts.com](http://www.hthts.com)** – High Tech High Touch Solutions™ official website

**[www.thecssp.com](http://www.thecssp.com)** – Customer Service and Support Professionals Community of Practice™

Email: **[solutions4u@hthts.com](mailto:solutions4u@hthts.com)** or **[cssp@hthts.com](mailto:cssp@hthts.com)**

Call us at **425-398-9292**

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