



The 12th Annual *Signature* Customer Service and Support Conference and Expo

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

A very special thank you to Chairperson, **Doug Bear**, Kitsap County Government

Conference Roadmap to Education, Inspiration, and Networking

"Welcome to the 2010 Signature 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!"

Sylv 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.

Flash Drives

Flash drives include the majority of the speaker's slides and numerous handouts. The slides included are in PDF file formats. Additional flash drives are available for purchase at registration or on the High Tech High Touch Solutions' website.

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 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 an event host.

Be a winner!

Be sure to visit each sponsor and participate in their drawings. Winners will be announced during each luncheon and survey drawings at the closing session on Wednesday. There are numerous giveaways to win. You must be present to win at all drawings.

Monday 7:30 – 8:00

Registration and Complimentary Coffee and Tea

Studio Ballroom Foyer

Monday 8:30 – 9:00 a.m. Studio Ballroom

WELCOME AND INTRODUCTION BY CONFERENCE CHAIR: DOUG BEAR, KITSAP COUNTY

Monday 9:00–10:00

OPENING SESSION

Studio Ballroom



The Experience Exchange – A Networking Fest

Malcolm Fry, Independent Service Management Analyst

If you love networking and interaction with your fellow delegates, then this is the session for you because it has no slides and is not a formal presentation. Instead, it is a networking fest where you share your experiences with your peers. There is a wonderful old expression, “experience is something that you get just after you needed it”. What we are aiming for is to get that experience before we need it. Our intention is to create 50 practical tips during the session that you can take away and start using immediately. It will be fast, furious and fun but most of all a dynamic learning experience.

Meet the Speaker:

Malcolm Fry, a recognized IT industry luminary with over 40 years experience in Information Technology, serves as an Independent Executive Advisor. Malcolm brings an unparalleled breadth of knowledge and experience in IT business and technical issues. Malcolm is the author many publications on IT service and support, he has had many articles and papers published, and he is regularly contacted as a source of information by technology journalists. His latest publication is a new ITIL complementary book 'How to Build a Service Management Department'. Malcolm was also a member of the v3 IAG and a mentor for the 'Service Operations' book.

Monday 10:15–11:30

Track 1: Leadership /Soft Skills

Studio Ballroom



Climb to Organizational Excellence

Col (Dr) Peter C. Antinopoulos, United States Air Force

“There is no greater driver of employee satisfaction than being led by...a Great Boss!”

Are you a manager or a leader? Are they the same? Help your organization take-off by joining in this session and learn why effective

leadership is the most successful customer service initiative to both employees and external customers.

Discover what it means to “*Manage Up*” and get a better understanding of relationship chemistry to find what makes the boss tick.

The colonel will help you master the basics of tactical leadership techniques of rounding, scripting and service recovery. What is *Rounding*? What is *Scripting* and why use it? Gain the skills and knowledge needed for *Service Recovery*!

Get the 40,000 ft view of team building fundamentals: tell great stories, give lots of feedback, and learn how to coach vs. push. Learn the importance of motivation and how rewards and recognition can build a multi-generational team.

To illustrate the artistry of how *Leaders Teach Skills*, this session includes a fun demonstration of interactive customer/call center telephone etiquette role playing. Come and learn how to soar with eagles!

Benefits of Attending

- Develop communication tools to be a productive leader at all levels of a company
- Understand the skill of rounding and how important it is to the health of an organization
- Design scripts that are essential for your company to get consistent messages out
- Learn how to recover from service failures and turn them into a plus
- Develop leader’s teaching skills with interactive telephone etiquette training

Take-away:

CHECK RIDE CHECKLIST for LEADERS

Meet the Speaker:

Colonel (Dr) Peter C. Antinopoulos has had numerous leadership positions in his 29 year distinguished career in the United States Air Force. His current duties include Customer Service Consultant for the Office of the Surgeon General at Air Combat Command, Langley Air Force Base, VA. Col Antinopoulos has represented 16 medical treatment facilities on customer satisfaction in the Air Force Medical Service’s Customer Service Delivery Assessment. Dr Antinopoulos delivers unique customer service on site training to hospitals and clinics. EDUCATION: DDS, Emory University in Atlanta, GA; BS in Biology, University of Pittsburgh; attended Disney Institute: The Disney Approach to Quality Service for Healthcare Professionals and The Baptist Healthcare Leadership Institute: Creating a Culture of Excellence



Are You Ready? Facing Support Challenges with Cloud Computing

Greg Charles, Computer Associates
www.ca.com

You need to know what you are facing in supporting The Cloud. Whether you are a current user, a provider, or just planning for the future, this session is for you.

When it comes to Cloud Computing, either you are a user or a provider – or at times you may be both. There are many new support challenges in the world of Cloud Computing that everyone should be aware of. Once you get past the hype, the marketing, and the excessive verbiage, the real challenges of support within a cloud environment come to light. These challenges must be taken into consideration by all of those living in “The Cloud”. Come hear how companies are providing world-class support while addressing these challenges, and hear how they navigate their way through this new environment.

Take-away:

White Paper – Cloud Computing Primer

Meet the Speaker:

Greg Charles, Ph.D. is Vice President of CA Technologies Global Support Remediation Team. As the top support escalation link within the organization, Greg reaches all parts of CA Technologies for any/all critical escalations and remediation’s throughout the world. Greg’s experiences as a successful manager, as well as his many years at CA, provide him both the knowledge and the relationships to succeed in this challenging assignment. With over 29 years of IT industry experience, Greg brings a wealth of technical and management expertise to his role. During the past 13 years of service at CA, Greg has gained the knowledge and experience that has made him an invaluable piece of CA’s support structure.

Benefits of Attending:

- 1) Learn about the different cloud deployment models:
 - a) The Private Cloud
 - b) The Community Cloud
 - c) The Public Cloud
 - d) The Hybrid Cloud
- 2) Learn how to support the different cloud scenarios:
 - a) Supporting the Infrastructure Cloud
 - b) Supporting the Platform Cloud
 - c) Supporting the Application Cloud
- 3) Gain awareness of the risks of cloud computing:
 - a) Availability
 - b) Privacy and Legislation) Data Theft and Loss
- 4) Learn how Security, Virtualization, and Management within the cloud environments differ from that of the traditional "non-cloud" environments.



CASE STUDY: Costco: Improving the Customer Experience: Empowering Change at the Call Agent Level

Karen Lee, General Manager, Customer Service, Costco.com
www.costco.com

In this fast-paced, service oriented culture, where a poor service experience can be viewed on YouTube within minutes, organizations everywhere must rethink their concept of service and what it means to the customer whose alternative shopping option is merely a click away. Costco.com is ranked #18 in the Top 20 list of Internet Retailers and made improving the customer experience the focus of the division two years ago.

Learn how to plan your roadmap successfully while avoiding surprises, as the path may not be as straightforward as one might assume. We found it instrumental to educate the team on how their work can directly effect change. Quality monitoring was implemented across all areas of performance and individual stats expectations were tailored for each CSR. Buy-in and support at every level of the organization from the top down must happen for success of the program.

Take-away:

Hand Out of Customer Service Training Module Overview

Meet the Speaker:

Karen Lee has been with Costco Wholesale since 1997 after successful careers in travel and the restaurant business. Karen started at the Issaquah Costco as a cashier on the Front End. In 2000, she moved to the Corporate Contact Center and has managed 3 departments including Member Services, Executive Services and Ecommerce. In 2008, she was promoted to General Manager and responsible for all costco.com customer service. Karen fully believes in the quote, “An investment in knowledge always pays the best interest”, by Benjamin Franklin. She is committed to investing in her staff to improve the customer experience and build a world-class customer service center.

Benefits of Attending

- Develop a roadmap for your organization.
- Increase customer retention by improving CSRs skills and morale.
- Learn to avoid the pitfalls with your employees.
- Learn to design service skills training from real-life escalations.
- Understand which metrics to measure and in which priority.

NETWORKING LUNCHEON and MEET WITH EVENT PARTNERS

11:30 – 1:00 Studio Ballroom

Monday 1:00–2:00

Track 1: Leadership / Soft Skills

Studio Ballroom



WORKSHOP Part 1: How To Write Templates That Will Insure Your CSRs Can Write High-Quality E-Mails To Customers

Leslie O'Flahavan, Co-Founder and Partner, EWRITE
www.ewriteonline.com

You've developed a library of templates (canned answers) for CSRs to use in their e-mails to customers. But you're still concerned about e-mail quality: sometimes the agents send the wrong template or fail to customize it so it answers the customer's question. In this hands-on workshop, you'll learn how to write modular, concise templates that are easy for agents to use.

You'll also learn how engaging agents in the task of maintaining the template library helps improve their writing skills. Bring your own templates to this workshop and receive feedback on them and help editing them.

Take-away:

White paper: "Ten Tips for Writing Templates"

Meet the Speaker:

Leslie O'Flahavan is a co-founder and partner in **E-WRITE**. She has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, marketers, demographers, activists, federal employees, and teachers. She helps contact center managers develop, measure, and reward agents' excellent e-mail writing skills. Leslie is coauthor of ***Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents***. Leslie believes good writers are made, not born.

Benefits of Attending

- Understand why agents struggle to customize templates so they accurately answer customers' questions
- Learn how to break templates into sections by using headings and lists
- Practice revising templates so they are easier for agents to use and for customers to read
- Develop a plan for updating templates so your template library is current and correct
- Plan writing training that will help your agents use templates as-is and customize them when necessary

Monday 1:00–2:00

Track 2 & 3 : Technology / Processes & Business Strategy

Studio 1



Optimizing the Value of your Support Organization

Pete McGarahan, Founder & President, McGarahan & Associates
www.mcgarahan.com

Are you satisfied with the performance of your support organization? Is the business aware of your value to the company? Economic drivers continue to challenge budgets and organizations with a renewed sense of urgency to squeeze more value out of services. Support leaders are reevaluating budgets for cost reduction opportunities while evaluating services to determine the cost, benefit and business value.

Join Pete McGarahan as he shares creative ways to cost-effectively enhance service delivery, customer satisfaction and equate performance to business value. Pete will explain the "shift-left" strategy" focused on reducing support costs across the organization by implementing call elimination, call deflection and cost per incident reduction tactics.

This session will benefit any service and support leader who is searching for an aligned business / service strategy and the tactical pillars of people, process, tools and measurement to enable business value.

Take-aways:

- FCR White Paper
- Resolution Ownership White Paper

Meet the Speaker:

Peter J. McGarahan is the founder and president of McGarahan & Associates. Peter offers 27 years of IT and Business experience in optimizing and aligning the service and support organizations of the Fortune 1000 to deliver value against business objectives. His thought leadership has influenced the maturity and image of the service and support industry. His passion for customer service led the Taco Bell support organization to achieve the Help Desk Institute Team Excellence Award in 1995. IT Support News named him one of the "Top 25 Professionals in the Service and Support Industry" in 1999. Support professionals voted McGarahan "The Legend of the Year" in 2002 and again in 2004 at the Help Desk Professionals conference for his endless energy, mentoring and leadership coaching. As a practitioner, product manager and support industry analyst and expert, Pete has left his service signature on the support community.

You Will Learn How To:

- Utilize a Service Strategy to create business value
- Deploy proven practical tactics for reducing support costs
- Improving the customer experience without increasing costs
- Focus on continuous improvement opportunities by asking the right questions



WORKSHOP Part 2: How To Write Templates That Will Insure Your CSRs Can Write High-Quality E-Mails To Customers

Leslie O'Flahavan, Co-Founder and Partner, EWRITE
www.ewriteonline.com

Monday 2:15–3:30

Track 2: Technology / Processes

Studio 1



CASE STUDY: T-Mobile – Supporting and Evolving a Speech IVR and Enterprise Call Delivery System

Eric Jensen, Sr. Manager, Customer Service Operations – Call / Data Delivery Support, T-Mobile USA
www.t-mobile.com

IVR's and Call Delivery systems play a critical role in the success of an organization's ability to service their customers and balance costs. This session will provide an overview of the techniques T-Mobile USA has and currently does employ to support, as well as grow, their Speech IVR and Call Delivery systems. You will learn how T-Mobile has kept pace with rapid customer growth, changing business strategies, economic fluctuations, and an evolving technology landscape; all the while consistently earning top honors in Wireless Customer Service from JD Power and Associates.

- Learn about the tools, services, and tactics that can help you utilize your IVR and Call Delivery systems to balance the service needs of your customers as well as the costs needs of your company.
- Understand how to reduce operating costs by empowering customers to self-serve.
- Leverage T-Mobile's lessons learned to avoid obstacles in your organization's growth.
- Learn how to build awareness and support around your organization's IVR and Call Delivery systems.
- Learn the benefits and tips for building a 24x7 centralized Customer Service Operations center to monitor your organizations staff and calls.

Take-away:

Speech Analytics Handout

Meet the Speaker:

Eric has 10 years experience providing enterprise level operational support for contact centers and service desks. In his current role, Eric leads 4 different teams of business analysts who are focused on supporting T-Mobile's IVR and Call Delivery systems, Quality and VOC systems, Outsourcer/Service Partner systems, and systems analytics. In his career, Eric has had the opportunity to participate and lead complex initiatives such as; Transitioning IVR platform from DTMF to Speech; Company acquisitions that require integration of IVR's and Call Delivery systems; On-going identification and building of self service functions into a Speech IVR; Establishing IVR redundancy and functionality to accommodate the requirements of a critical telecommunications service company; including dynamic messaging and notifications; Moving 20 independent contact centers ACD's from TDM to 4 centralized ACD's utilizing VoIP; Managing the integration of multiple outsourcers/service partners from around the world, maintaining a seamless and consistent customer experience; Launching and decommissioning contact centers; Building 24x7 Operations Centers; and Developing innovative and patented solutions such as queue based bidirectional video support.

Monday 2:15–3:30

Track 3: Business Strategies

Studio 2



CASE STUDY: Social Media at Alaska Airlines - Evaluating the Risks and Rewards

Jennifer Miller, Manager, Data Privacy, Alaska Airlines
www.alaskaair.com

Social media, Facebook, MySpace, YouTube, etc. The risk is too great to do nothing – your employees and customers are using social media NOW. In fact, they are probably talking about you. Learn how Alaska Airlines evaluated the risks and rewards with the cooperation of Privacy, Corporate Communications, the Executives and IT. Learn how they mitigated the decision to open up sites to employees and what other benefits of opening up communication with your customers can bring

Benefits of Attending:

- Learn how Alaska Airlines is using social media technologies today to talk with customers
- Learn Alaska Airlines methodology for evaluating social media risks to Privacy, IT and the Operation
- Learn from privacy professional what risks social media provide that you may not have even thought of.
- Learn how Alaska Airlines communicated appropriate use of social media through training, policies and an "online etiquette" document

Take-away:

Attendees will be given a version of the Alaska Airlines/Horizon Air "online etiquette" document that provides very specific guidance for the Top 10 things all employees should know about interacting in the social media space.

Meet the Speaker:

Jennifer Miller has worked for Alaska Airlines for 8 years. She started in the Accounting department and then moved over to the IT Division where she worked at the IT Help Desk, then as a Field Technician and then back to the Help Desk as Manager for 2 years. In June 2008, she moved to the Legal Division as the Manager of Data Privacy. In her new role, she is responsible for protecting the confidentiality and integrity of Alaska Airlines employee and customer data.

AFTERNOON REFRESHMENT BREAK 3:30-3:45

Monday 3:45–5:00

Keynote Address

Studio Ballroom



Keynote Panel: Understanding Generations and their Influence on the Workforce

Ivy Meadors, Founder & CEO, High Tech High Touch Solutions, Inc.
www.hthts.com

Delve into how the Generations behave; understand **why** they do what they do, **how** they think, **what** makes up their personality and **when** they want things, so you can communicate effectively, build rapport and experience others successfully.

This is a rare opportunity to hear what is in the minds of the younger adults in an open forum to explore what it takes to develop and communicate effectively with individuals from the Millennial and Gen X Generations. You will gain ideas to help your Boomers and Traditionalists connect with the younger generations.

The panelists will explore behavioral styles, work ethics, communication considerations, motivational needs, and leadership techniques that are the most effective for them. How do they feel and use social media? What is their impression of remote working and how reliable are they in this role? Do they perform better using voice or text communications? What does this all mean to your organization?

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

Take-away:

Handout of resources for developing young leaders.

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, the Government Customer Support Conference and Expo and the Ignite Summit for Empowering Women Leaders.

Monday Tip – Fact or Fiction on “Industry Averages”

Q: “Our senior management is asking us to find the industry averages for call details and for us to manage against those averages.”

A: Here is an actual published statement from a service and support association that claims to know the industry average for call duration: *Posted June 2010 “[Association name withheld] reports that the average call duration across all types of call centers is 5.97 minutes.”* Does this match your average?

There is not an accurate call center or help desk industry average when the study measures “all” contact centers and service desks. Besides, who wants to be average?

Organizations could benefit from measuring against a similar industry but they need to also have customers with similar skills, the same “type” of needs, similar knowledge base repositories and the same level of skills by the people answering the phones. Most industry experts, who have worked in the service and support industry, will tell you, adamantly, that there is no such thing as a generic “industry average”.

Actual examples that represent how the “measured” averages are skewed:

- Organization A supports customers who work with complicated software – their “organization’s average” call duration is 45 minutes.
- Organization B supports individuals who call with typical computer questions (i. e printer problems, password resets, etc.) – their “organization’s average” call duration is 3 minutes.
- Organization C takes customer orders – their “organization’s average” call duration is 12 minutes.

Tuesday 8:00– 8:45

Studio Ballroom



Mastermind Sessions and Continental Breakfast

*One of the most popular sessions in the event:
Pick your favorite topic and join in the engaging discussions*

Tuesday 9:00–10:00

Featured Keynote Address

Studio Ballroom



IGNITE: A Guide to Self Motivation

Yolunda Davis, Associate Director, ERC, Internal Revenue Service
www.irs.gov

It's Sunday evening and your stomach begin to tighten as you think about the work week ahead. You pick up the newspaper and it reveals unemployment is still on the rise and more layoffs are expected. The more you think about the endless meetings, conferences your head spins and your heart races. Endless deadlines and priorities...it's hard to see the bright side.

Some people have reported that their palms sweat and they get a lump in their throat as their work week approaches. What is causing such distress among the workforce? What is impacting employee morale? What is this phenomenon? It's called the "Monday Morning Workplace Blues (MMB)". It is highly contagious and can be very difficult to eradicate in the workplace.

This session will give you practical ways to deal with the blues. You will learn how to harness the fire inside of you and your employees to move from ordinary to extraordinary even when the office environment is negative.

Techniques discussed in this session are transportable. You will uncover the secrets to securing positive energy to move you forward in your career, your life and your relationships. This session will inspire you to achieve greater success and fulfillment. Job satisfaction will take on a new meaning.

Take-away:

Each participant will be given a handout on "Steps to Self Motivation" which will serve as a guide to getting the most out of every workday.

Meet the Speaker:

Yolunda Davis is currently the Director of the Employee Resource Center (ERC) for the Internal Revenue Service. The ERC is responsible for the strategic delivery of more than 300 products/lines of services for 104,000 IRS employees. Located in Memphis, Tennessee, the ERC serves more than 1,000 service providers. Yolunda is well recognized for her innovative ideas related to Change Management, Leadership and Employee Engagement. She 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

- Learn how to overcome the Monday Morning Blues.
- Learn how to identify and cope with workplace demotivators.
- Learn how to harness your PASSION to become energized and engaged everyday.



Service Leadership – Make a Difference!

Pete McGarahan, Founder & President, McGarahan & Associates
www.mcgarahan.com

Service leadership is about doing the right thing and making fact-based decisions. It's about challenging conventional wisdom and having the moral backbone to stand up for doing the right thing for the customers and people they serve.

Service leadership is a servant role that looks at the business of service and support creatively and innovatively with a foundation based on industry best practices. We find happiness in being of service to others and enjoy being in the company of friends and family. This is what makes our industry and community special, unique and rewarding.

Service leadership takes courage. It is something that can guide your decisions and your day-to-day interaction with customers, team, peers and management. It's time for a change in the way we lead and work to reengage our team and our customers, giving them hope and purpose that their needs come before ours. They need to know and see that they are the central focus when decisions are made.

Great leaders know that at the end of the day – their customers are the only reason they are in business and that their people are the business. Let Pete McGarahan wake-up the inner Service Leadership in you so you in turn can wake up every day and approach your leadership responsibility with energy, passion, caring and intelligence will make a difference in people's lives.

Take-away:

Service Leadership White Paper

Meet the Speaker:

Peter J. McGarahan is the founder and president of McGarahan & Associates. Peter offers 27 years of IT and Business experience in optimizing and aligning the service and support organizations of the Fortune 1000 to deliver value against business objectives. His thought leadership has influenced the maturity and image of the service and support industry. His passion for customer service led the Taco Bell support organization to achieve the Help Desk Institute Team Excellence Award in 1995. IT Support News named him one of the "Top 25 Professionals in the Service and Support Industry" in 1999. Support professionals voted McGarahan "The Legend of the Year" in 2002 and again in 2004 at the Help Desk Professionals conference for his endless energy, mentoring and leadership coaching. As a practitioner, product manager and support industry analyst and expert, Pete has left his service signature on the support community.

Benefits of Attending

- Learn the 5 essentials to Service Leadership and how to apply them in your day to day operations.
- Better understand the impact your leadership style has on your team.
- Learn the characteristics of Service Leadership and their impact on the performance of your service organization.
- Better understand the importance and Service Leader accountability for crafting a Service strategy.
- Learn practical applications of Service Leadership through case studies, success stories and real-life examples.



Forecast: Mostly Sunny with a Chance of Clouds - Understanding the Hype and Reality of Cloud Computing

Matthew Neigh, Director, Cherwell Software
www.cherwellsoftware.com

ASP, Cloud Computing, SaaS, PaaS...enough verbiage to make even the sunniest days feel cloudy. Is it hype? Is it real? What should you know? What do you know? This session will explore the hype and the reality behind Cloud Computing. Learn the impact that Cloud Computing is having on IT, how it relates to your organization, and what things you should consider before heading into the cloud. Join us for a fast-paced, interactive session that is guaranteed to brighten your day - even with Clouds!

Take-away:

List of cloud computing resources

Meet the Speaker:

Matthew Neigh serves as Cherwell Software's Director Of Business Development. As the second employee hired, Matthew has seen the evolution of IT and Cherwell Software in ways that 10 years ago seemed unimaginable. Prior to joining Cherwell, Matthew had his own consulting company and traveled the globe speaking, training and consulting. At Cherwell, he played an integral part in overseeing the launching of Cherwell Software as a SaaS option. Yes, as a company, Cherwell has its head in the cloud as well! Matthew currently lives in Colorado with his beautiful wife and two lovely girls.

Benefits of Attending

- Learn the various meanings behind cloud computing
- Learn about the impact cloud computing is having on IT and how it impacts organizations
- Learn things to consider before taking advantage of cloud computing



CASE STUDY: To Outsource or Not to Outsource...That is the Question!

Sandy Wilson, Global Help Desk Manager, Mentor Graphics
www.mentor.com

In this day and age, we live in fear of being asked to Outsource our call centers. India, Canada, Malaysia are all offering bigger, better, cheaper and your Senior Management are listening to this. How can you get in front of this and guide your own ship?

Meet the Speaker

Sandy Wilson has been in IT for 23 years with the last 17 focused in the Help Desk field. Over the course of her career, she's managed teams ranging in size from 3 – 90 agents and had the opportunity to work with many outsourcing vendors in a variety of arrangements. When she's not working she enjoys time with her teenage sons and volunteering with the Oregon Humane Society.

What you Will Learn

- Is outsourcing right for you (will it be bigger, better, cheaper)?
- How to explain to upper management without sounding like you are just protecting my team?
- How should you do it (Near-shore, Offshore, Managed Service)?
- What to watch out for (where are the bumps in the road)?

NETWORKING LUNCHEON AND MEET WITH EVENT PARTNERS

11:30 – 1:00 Studio Ballroom



Workshop Part 1: Coaching to Elevate Employee Engagement

Mary Ann Sena-Edelen, Director of Diversity and Training, MGM Resorts International - Monte Carlo Resort and Casino
www.montecarlo.com

Creating an environment where employees are engaged and actively involved in their success and the success of the business. This session will provide managers and supervisors ground rules for success in today's work environment. We find ourselves in a radically changing world and we must expect better work habits to be more productive, efficient and effective. We may be surrounded by employees who have become complacent and make little or no effort to improve their performance. This session will provide information to increase employee engagement and create a work team that is ready to abide by a new set of rules in this changing economy.

Take-away:

Every participant will be provided with "The 13 Ground Rules for Job Success" - new work habits for a radically changing world by Price Pritchett

Meet the Speaker:

Mary Ann Sena-Edelen currently holds the position of Director of Diversity and Training at the Monte Carlo Hotel and Casino in Las Vegas Nevada. Mary Ann oversees the training in all areas of the hotel and casino. She creates and facilitates guest service and employee performance training and incorporates diversity into all aspects of the daily operations. Mary Ann joined the MGM Resorts International team in 1993 as a Casino Training Manager at MGM Grand. In July 2005 she was promoted to the role of Sr. Diversity Leadership Manager for the Corporate Diversity Leadership Education program. Mary Ann is a Certified Master Trainer of the Diversity Champion Workshop as well as a certified trainer of Steven Covey's Seven Habits of Highly Effective People. Mary Ann tailors and facilitates team building sessions, leadership courses, diversity re-charge events and is a motivational speaker, and professional coach for all properties within the MGM Resorts International Corporation.

What You Will Learn:

- Leverage your existing talent to exceed job performance expectations
- Create a work environment where employees are encouraged to be solution oriented and contribute to the bottom line.
- Learn to coach employee work behavior to produce expected outcomes
- Create self-motivated employees who learn accountably for their position.



WORKSHOP Part 1: How to Implement a Lite Version of ITIL® v3

Malcolm Fry, Independent Service Management Analyst

When did it become a matter of shame and humiliation not to fully implement ITIL? I meet many people in the course of a year and have noticed that when you ask the question “How are you progressing with your ITIL implementation?”, that the response is often a shameful admission that “we may not be able to implement the whole of ITIL v3”. Since when was implementing the whole of ITIL a mandatory requirement? What happened to ITIL being a framework and not a methodology?

Why not implement a Lite version of ITIL that meets your needs and objectives? There are many organizations that for different reasons cannot or will not be implementing ITIL v3 in its entirety and therefore are taking a Lite approach. ITIL Lite could be described as:

‘ITIL Lite is an approach to implementing key components of ITIL v3 to ensure a sound basis for IT Service Management either as a starting point for full implementation or as a deliverable for those not wishing to fully implement ITILv3’

This workshop is based upon a step – by – step approach to implement a Lite version of ITIL so that you will be able to follow the plan and implement your own version of ITIL Lite when you return to your organization. The approach is logical and simplifies the often dark and complicated world of ITIL v3. Learn to explode the myths and expose the rational.

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Meet the Speaker:

Malcolm Fry, a recognized IT industry luminary with over 40 years experience in Information Technology, serves as an Independent Executive Advisor. Malcolm brings an unparalleled breadth of knowledge and experience in IT business and technical issues. Malcolm is the author many publications on IT service and support, he has had many articles and papers published, and he is regularly contacted as a source of information by technology journalists. His latest publication is a new ITIL complementary book 'How to Build a Service Management Department'. Malcolm was also a member of the v3 IAG and a mentor for the 'Service Operations' book.

Benefits of Attending

- Decide if ITIL v3 is a framework or methodology and how to define the correct approach.
- Create a simple but effective method to build your ITIL processes.
- Successfully monitor ITIL processes for performance and quality.
- Build the ITIL Lite processes.
- Categorize ITIL components using four categories; Action, Influencers, Resourcing and Underpinning components.
- Filter components using the Component Grading Plan.
- Produce your own ITIL Lite template.
- Prepare for implementation using ITIL Process Maturity Framework.
- Prioritize the order in which we implement our processes. No tricks just solid common sense and a good plan.
- Perform Gap Analysis on components that already exist.
- Ensure you will be able to implement your own personalized version of ITIL Lite in a Mater Action Plan.



CASE STUDY: Building a Customer Focused Culture

Jane Judd, Zappos Customer Loyalty Team, Inc., Sr. Manager and Marlene Kanagusuku, Zappos Customer Loyalty Team, Inc., Manager
www.zappos.com

Discover how Zappos.com grew their gross merchandise sales from \$1.6M in 2000 to over \$1 billion in 2008 by focusing relentlessly on customer service. Jane Judd, the Sr. Manager of Zappos Customer Loyalty Team, and Marlene Kanagusuku, Customer Loyalty Manager, will discuss the Zappos Family commitment to WOWing their customers through service, how they retain repeat customers, what they do internally to inspire the Zappos Family culture and core values.



You Will Learn

- How the Zappos Family of companies WOWs customers every day
- The power of repeat customers and word of mouth
- Why the Zappos Family culture = delivering happiness

Take away:

Zappos 10 Core Values

Meet the Speakers:

Jane Judd, Senior Manager Zappos Customer Loyalty Team, Inc.

Jane joined Zappos.com in 2005 and was promoted to Senior Manager of the Customer Loyalty Team in 2006. Jane has a long history in providing the very best customer service. She began her career and spent 16 years at National Car Rental, gaining increasing responsibility and eventually served as their Consumer Affairs Manager, managing their global customer base. Jane then spent 3 years in a warehouse environment at TCB as their Customer Support Service Manager.

Jane grew up in Chatfield, Minnesota and later earned her Business Associate degree from McConnell College in Minneapolis, Minnesota. In 2007 she was recognized by 1 to 1 Media as a Customer Champion and in 2008 was awarded the International Customer Service Manager of year by Customer Service Institute of America.

Marlene Kanagusuku, Manager, Zappos Customer Loyalty Team, Inc.

Marlene has been a member of the Customer Loyalty Team at Zappos.com since September, 2004. She is a member of the management team and in that role she is both mentor and promoter of culture. Marlene holds a BSBA in International Business from the University of Nevada Las Vegas, 2004. When not coaching members of the Zappos Customer Loyalty Team, she can be found sharing best practices in various panel discussions and speaking engagements.

Tuesday 2:30–3:30

Track 1: Leadership / Soft Skills

Studio Ballroom



WORKSHOP Part 2: Coaching to Elevate Employee Engagement

Mary Ann Sena-Edelen, Director of Diversity and Training, MGM Resorts International - Monte Carlo Resort and Casino
www.montecarlo.com

Tuesday 2:30-3:30

Track 2: Technology / Processes

Studio 1



WORKSHOP Part 2: How to Implement a Lite Version of ITIL® v3

Malcolm Fry, Independent Service Management Analyst

SPONSORED BY



Tuesday 2:30–3:30

Track 3: Business Strategy

Studio 2



Trends in the Virtualization of Work: Strategies for Contact Centers

Matt Bauer, President, BetterWorld Telecom
www.Betterworldtelecom.com

Momentum in business is quickly building towards flexible and virtual work - organizations large and small have realized huge benefits to their bottom line, employee satisfaction and the environment by removing location from the equation. Advances in broadband and cloud technologies have created an opportunity for contact centers to bring jobs home to the U.S., and fill gaps for overflow, seasonal and sudden contact center needs.

The opportunity lies not as much in augmenting existing models, but creating new ones that include persons with disabilities, seniors, people in remote communities, and citizens who are having trouble re-entering the workforce. Matt will present case studies from BetterWorld Telecom customers and partners (Oregon 211Info and Whole Foods), relevant and current reports, as well as feature/benefits of virtual contact centers.

Benefits of Attending

- Employees can envision a work-life balance, with more productivity, less distractions & more time for both work and their home life/communities.
- Organizations can reduce costs, become more competitive, create new opportunities, provide new benefits to society (social and environmental) while improving their bottom line
- Gain skills and perspective on re-thinking work and question why our current mode of location-based work is still relevant

Take-aways:

Matt will distribute a copy of BetterWorld's latest case study with the Oregon 211info contact center, and will have copies of their BetterWork White Paper, which was produced in collaboration with the Bainbridge Graduate Institute last year.

Meet the Speaker:

Matt has worked to improve communities in the U.S. and abroad in both the for-profit and non-profit sectors for more than 20 years. Before co-founding BetterWorld Telecom in 2003, Matt served in a series of leadership roles in the telecommunications and power industries, including the AES Corporation, NETtel Communications and Valucom. Matt is a member of the Full Circle Fund, Social Venture Network, and serves on the national board of the Business Alliance for Local Living Economies, Green Nonprofits, and the Noisette Foundation. Matt is co-editor and author of the *Nonprofit Guide to Going Green*, published by Wiley & Sons in December, 2009.

AFTERNOON REFRESHMENT BREAK 3:30-3:45

Tuesday 3:45-5:00

PLENARY WORKSHOP

Studio Ballroom



The Character of Leadership: An Ancient Model for a Quantum Age

Phil Eastman, Leadership Advisors Group
www.leadershipadvisors.com

The challenges we face are not economic, environmental, social or legal; they are challenges of character and leadership. This truth is the reason for the Character of Leadership model; to equip leaders with the concepts and tools to successfully lead in today's complex, competitive, global organizations.

What you Will Learn

- The seven elements of The Character of Leadership model
- How to exhibit those elements to improve leadership
- How to focus on your character as the fuel for your leadership

Take-away:

Participants will receive the Character of Leadership Situation Worksheet

Meet the Speaker:

Phil Eastman combines more than 25 years of leadership experience with his passion developing leaders, building teams, and enhancing performance.

Phil works with a growing and diverse group of clients in a variety of industries and countries. His leadership experience and expertise have made him a sought after speaker and advisor to organizations in the United States, Canada, Asia, Europe and Australia.

Phil earned a Bachelor of Business Administration degree in Management and Organization from Idaho State University and holds a Master of Arts in Theological Studies from Bethel Seminary. He is a graduate of and instructor for the Pacific Coast Banking School at the University of Washington.

ENJOY LAS VEGAS!!!

Tuesday Tip – Remote Workers

Increase your staffing alternatives, reduce the organization's carbon footprint and save money by offering people the option to be a remote-worker!

- Want to Increase Hiring of People with Disabilities? Offer Telework - www.teleworkexchange.com/teleworker-06-10.asp
- Telework Toolkit Enables Major Telework Push in Washington State - www.teleworkexchange.com/teleworker-03-09e.asp
- Commuter Challenge – this is an online tool where you can calculate potential savings for your company. www.commuterchallenge.org/costbenefit.html
- A New and Improved Sustainable Strategy Reducing Operational Costs and Carbon Footprints - www.betterworldtelecom.com/commitment/betterwork.php
- Telework Research Network also offers calculation resources - allows you to check cost, energy, etc. savings for a specific geography region. undress4success.com/research/calculator-2010
- 500K Peach State Remote Workers Get Company During Telework Week - in.reuters.com/article/gwmSmallBusiness/idIN343334520620100813
- Are Remote Workers Good or Bad for Business? - www.bnet.com/blog/mba/are-remote-workers-good-or-bad-for-business/850

Wednesday 8:00– 8:45

Studio Ballroom



Mastermind Sessions and Continental Breakfast

*One of the most popular sessions in the event:
Pick your favorite topic and join in the engaging discussions*

Wednesday 9:00–10:15

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

Studio Ballroom



SHOP TALK: Top 10 Things that Make a HUGE Difference in Customer Service

Ivy Meadors, Founder & CEO, High Tech High Touch Solutions, Inc.
www.hthts.com

Let's "Talk Shop!" We will discuss the topics that have the greatest impact on delivering awesome service to your contact center and service desk customers. These considerations include the technology in use, the procedures practiced and the training of the people.

Ivy is the President of the Customer Service and Support Professionals group in the Northwest. The sessions enjoyed the most are when a group of contact center and service desk people get together and openly talk about the things that are at the top of their "concerns" or "interests" lists – like what tools to use for specific things, do you have remote workers, are you using social media, are you measuring the right things and are they being accurately measured, and much more.

Networking discussions are one of the best ways to learn how other organizations do business; what has worked and what hasn't. This facilitated networking discussion is one where you can ask your most driving questions and hear how others handle the situations. Everyone enjoys hearing about things that have worked for your group too.

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, the Government Customer Support Conference and Expo and the Ignite Summit for Empowering Women Leaders

Wednesday 9:00–10:15

Track 3: Business Strategy

Studio 2



WORKSHOP Part 1: Beyond the Business Case: Five T's for Successful Telework Implementation

Monica Babine, Washington State University
www.wsu.edu

The business benefits of telework in customer service and support operations abound! Once you identify the business case for your organization it is time to roll up your sleeves and begin taking the necessary steps toward successfully implementation of telework. This two-part interactive session will help you get started.

Working together we will share experiences, expertise, and address five critical elements to a successful telework program – trust, teamwork, technology, training, and tracking. You don't have to do this alone – return to your office with new tools and a network of colleagues to support you in your telework efforts.

Benefits of Attending

- Identify the business benefits of telework that matter to your organization
- Discuss challenges, brainstorm solutions, and opportunities for telework in the customer service environment
- Begin development of a telework implementation plan
- Gain access to resources to help your organization, managers and individuals be successful at telework

Take-away:

Article on Telework

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. Prior to WSU, Monica was at QWEST for fourteen years working in operations, customer service, and public affairs.

MORNING BREAK 10:15-10:30



CASE STUDY: Leading and Motivating Front Liners

Brenda Roberts & Samuel Nevarez, USDA Forest Service

In order for an organization to encourage a positive work environment, leadership must first cultivate an atmosphere that stimulates employees of all generations. One way our agency has achieved this goal is by understanding the employee’s diverse needs both at work and home. The USDA Forest Service Contact Center has implemented programs that allow the employees to engage in workplace flexibility, family care and promote health and wellness. This session will provide an insight to helpful hints on leading and motivating your front line employees.

Take Away:

- Handout on the top 5 methods to motivate your front liners

Meet the Speakers:

Samuel Nevarez - A native of Hollywood, California Samuel Nevarez lived his entire young adult life in the City of Angels before settling in Los Lunas New Mexico, where he now resides with his 2 siblings and parents. His extensive customer service career spans over a decade and has resulted in numerous coveted awards from some of the nation’s leading companies like Bank of America, T-mobile, Citi-Cards and The USDA Forest Service.

Brenda Roberts -

Benefits of Attending

- Explore team building ideas
- Promoting health and wellness
- Influence continuous education
- Benefits of telecommuting
- LOL (laugh out loud)



WORKSHOP Part 2: Beyond the Business Case: Five Ts for Successful Telework Implementation

Monica Babine, Washington State University
www.wsu.edu

Wednesday Tip - How are Customer Service teams doing on key problem management outcomes

This is a tool for developing your own “Report Card”.

- B - Satisfying Customer**
Customer satisfaction
- C Fixing Problems**
Fix times, call escalating, call backlog and first call resolution rate
- D + Preventing Problems**
Quality of instructions, testing of changes, use of system monitors
- B - Measuring Their Progress**
Customer survey programs, use of ACD and call tracking reports
- C Using Technology Efficiently**
Utilization of call tracking system, ACD, Social Media, etc.

- *Grades are for example only.*
- *Adjust grading details to meet your requirements.*
- *Set a time period to have the grades improve.*

Determine Your Organization’s Grades

Satisfying Customers

Do the customers report high confidence in the problem resolution process? Do they feel that their problems are treated seriously and resolved promptly? Do they receive high quality customer service when they call? How does the staff perceive their ability to satisfy the customers?

Fixing Problems

Does the frontline team resolve 60-70% of the calls on the first call? Is there a minimal backlog of open contacts? Are calls resolved in a timely manner? Does the management team ensure that escalated calls are dealt with effectively? Do calls get routed properly for effective resolutions?

Preventing Problems:

Does the support team have a change control process, which minimizes the impact of changes? Are new products well tested? Are major systems monitored frequently? Are call trends regularly analyzed for problem reduction opportunities? Is root cause analysis performed?

Measuring their Progress:

Does the Customer Support team have a customer survey program? Do they regularly solicit feedback? Do they track their first call resolution rates, call resolution statistics, abandon rates and on-hold times?

Using Technology Efficiently:

Does Customer Service use automated systems such as call managers, remote control, social media, ACD, etc. using them to their fullest potential?



Considerations for Using Facebook, Twitter, LinkedIn, Blogs and Video for Extraordinary Customer Service Delivery

Ivy Meadors, Founder & CEO, High Tech High Touch Solutions, Inc.
www.hthts.com

Are you using Facebook, Twitter, and or LinkedIn in your contact center or service desk? Do you have a Blog, videos or Vlog? How about eBooks and Vooks online for training resources? Social networking (SNW) is no longer a fad. Social media has changed communications forever but many organizations have not made the leap to integrate these tools into their operations. Contact Center and Service Desks can benefit from using social media to solve critical business issues and enhance communication.

This Keynote will 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. A brief on the social media revolution, proven practices, integration considerations and other ideas [some that could reduce and even eliminate calls], will be reviewed. Hear how other organizations are using these tools too.

Social media brings benefits in employee and customer engagement, idea exchanges, collaboration, branding, education, and delivering amazing customer service. Gain ideas to develop your own social media strategy and get the most value from using social networks successfully.

Take-away:

Attendees will receive a valuable list 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, the Government Customer Support Conference and Expo and the Ignite Summit for Empowering Women Leaders.

Benefits of Attending

- Understand how to integrate SNW tools into one "pipe" bi-directionally for expediency and efficiencies
- Gain fresh insights into the value of using Vooks, Vlogs, blogs and other mediums to supplement your Knowledge Management efforts
- Appreciate the value of using social networks in the contact center and service desk and how they can benefit the organization
- The future of support includes social media - gain ideas to develop your own social media strategy

12:30 – 1:00 PM - Closing Conference Wrap-up in the Studio Ballroom

Valuable giveaways including a drawing for a free pass to attend a future event.

3:00 SITE TOUR AT ZAPPOS – Pick up at 2:00pm from MGM Grand

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

The CSSP Community™ offers free tele-seminars, and provides a 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

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

www.hthts.com – High Tech High Touch Solutions™ official website

Email: solutions4u@hthts.com, cssp@hthts.com or Call us at 425-398-929