



The 13th Annual Signature Customer Service and Support Professionals Conference

*Produced by High Tech High Touch Solutions, Inc. and the remarkable board members
A very special thank you to Chairperson, Doug Bear, Kitsap County Public Works, Washington*

Conference Roadmap to Education, Inspiration, and Networking

*"Welcome to the 2011 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!"*

Svy Meadors

Conference Sessions

Sessions are held in two 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 both 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 the other 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 capture the great ideas that you hear. You are welcome to use your laptop to take notes during the sessions too.

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 desk. Your personal experience is extremely important to us.

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

We rely on your feedback

Please fill out all the 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, which is provided to the speakers anonymously. They use it to learn and grow from your recommendations. Please turn the surveys in at registration or give them to a Room Monitor.

Visit the Museum

Your pass to the conference includes a museum pass to visit all the permanent exhibits. We have built in extra time during the lunches so you can visit these exhibits. Enjoy!

Registration and Complimentary Coffee and Tea in the West Lobby – 8:00 – 8:30 AM



WELCOME AND INTRODUCTION BY CONFERENCE CHAIR – Lecture Hall 1 – 8:30-9:00 AM
Doug Bear, Kitsap County

Doug will open up the conference with an insightful view of the Customer Support industry today. His high energy and enthusiasm will get you started on your educational journey. He will explore with you all the upcoming activities and conference highlights happening throughout the conference!

Wednesday 9:00–10:00

FEATURED KEYNOTE

Lecture Hall 1



Inspirational Opening Keynote
Power of Influence: How to Create a High Performance Culture
Deborah Chambers Chima, Chambers Consulting Group, Inc.
www.chambersconsult.com

Learn the art of effective leadership to improve the bottom line. Leaders and executives must authentically engage others to increase effectiveness, inspire change, improve collaboration, and influence breakthrough thinking.

Meet the Speaker:

Deborah Chambers Chima is an expert on helping leaders craft the leadership solutions that deliver the desired impact. Today’s leaders must demonstrate the ability to lead in a compelling and engaging manner. Before establishing her firm, Ms. Chima spent 24 years in the retail industry, with the last 21 years at McDonald’s Corporation where she held various corporate management positions with P&L accountability in international and domestic markets. During her award-winning tenure, she established a track record of leading teams to high performance results.

10:00 – 10:15 BREAK

Wednesday 10:15-11:45

Leadership / High Touch Solutions

Lecture Hall 2



Case Study: IRS: The Affects and Effects of Leadership
Arleen Rogers, IRS
www.irs.gov

Whatever your role, title, or task, no one is omitted from the leadership process. How well we choose to handle our role throughout the process is most important.

In this session, we will discuss how our leadership style affects the end result and the type of effect we want to have on our goals. Leadership has both positive and negative results. This session will rekindle the positive.

Meet the Speaker:

Arleen Rogers is a Senior Program Analyst with the Internal Revenue Service in Lanham, MD. She is currently a program manager for the IRS.gov Website Help Desk. Arleen has over 15 years of experience in leadership positions in both the public and private sectors. She holds a Bachelor of Science degree in Computer Science with a minor in Natural Science from Rust College and currently serves on the Board of the Government Customer Support Conference.

Benefits of Attending

- Understand the impact of leadership choices
- Discover why you must also follow while leading
- Learn what all leaders have in common
- Learn how to become a great leader



CASE STUDY: ACE Hardware Care Center: Transforming Multiple Help Desks into a Single Contact Center Environment

Klaus Buellesbach, Ace Hardware Corporation
www.acehardware.com

This case study highlights the planning and execution process to create a, 70 seat contact center to support Retailers, Consumers, Vendors and Employees. This center replaced a number of individual Help Desks across the corporate campus of Ace Hardware Corporation.

With a blend of updated technology, the support of senior leadership and the willingness of all stake holders in the organization to collaborate, a small team of service professionals transformed the existing Help Desk structure by combining staffing and resources.

New business processes and in-depth training initiatives made it possible to retain all existing staff members. Results show better service statistics including lower abandoned call rates, higher service levels and a lower average speed to answer for live calls and e-mails. An increase in productivity due to better staff utilization is also clearly evident.

Take Away:

Ace created the PQR Program (Performance & Quality Rewards) for the Care Center staff to increase the consistency and quality of both call and e-mail interactions. Klaus will share the program details and spreadsheet scorecards we created.

Meet the Speaker:

Klaus Buellesbach joined Ace Hardware in August 2009 as Director of the newly created Ace Care Center and IT Deployment function. In his role he defines and oversees the service & support initiatives for Ace Hardware. Through projects like the help desk consolidation, Ace Hardware has been able to improve overall customer service, increase one-call resolution and reduce the cost per interaction.

Prior to joining Ace, Klaus held various leadership positions in both the publishing and hospitality industry including VP Customer Care at Books Are Fun, Reader’s Digest, Director Customer Service, Scholastic Book Fairs and Director Global Customer Service for Starwood Hotels & Resorts.

Benefits of Attending

- Learn how Ace improved the customer experience while consolidating their help desks
- Hear how the Care Center structure increased efficiency by updating technology and business processes
- Review a simple low cost quality program that includes both team and individual elements and focuses on skill building, drives consistency and rewards quality interactions.

11:45-1:15 NETWORKING LUNCHEON AND VISIT THE FIELD MUSEUM



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. Quantifying Social Media Success, Doug Bear, Kitsap County
2. Making the Most of the Budget you have in Tough Times – Brent Downs, U.S. Army
3. Find the Right People and Keep Them: Hiring a Cultural “Fit” For Your Organization- Paige Mead, Burkhart Dental Supply



Starbucks Case Study - Workshop: Staying True to Your Company Culture While Outsourcing – Part 1

Janet Bailey, Starbucks Coffee Company
www.starbucks.com

Many worry about the label of outsourcing and the stigma associated with it. In this two part workshop, you will identify your company culture and create or refresh your customer service vision. Then learn how to keep the “three legged stool” of Business, Employee and Customer equally balanced as you plan, implement and stabilize an outsourced model while, at the same time, not losing the culture of your company.

Join us for an interactive session where we will discuss best practices, lessons learned and strategies to arrive at a definition of what customer service means to you and your company and how to reduce anxieties and arrive at a successful outsourcing transition. Even if you are already outsourced or are not considering it, there will be ideas shared that apply to many contact center solutions.

Take-away:

By the end of the workshop you will have a customer service vision and a high level draft of the steps needed to identify areas of focus for your organization and ways to improve the outsourcing experience.

Meet the Speaker:

Janet oversees the day to day operations of Starbucks corporate customer contact centers that serve Starbucks and its primary subsidiaries (Seattle’s Best Coffee and Tazo Tea). It is Janet’s responsibility to ensure the promise, culture and values of world class customer service that are delivered through retail locations extend to the contact centers as well. The passion that Starbucks customers have for the brand calls for a special contact center environment that can handle a transactional stored value card issue up to a serious customer relations contact in a manner that is true to the mission of the company.

Janet has worked in the customer service industry for nearly her entire career with over 50% of that time spent working in contact centers. Prior to her role at Starbucks she was the Customer Care Manager with SureWest Communications in Roseville, CA where she led the contact center after spending many years with Hewlett Packard with increasing levels of customer responsibility.

Benefits of Attending

Part I

- Identify what your company culture is and how to explain it
- Create or refresh your current definition of customer service

Part II

- Learn how to prepare and continuously inform your business through the transition
- Create transparency with your employees whenever possible
- Set expectations with your outsourced vendor on how to keep your culture alive while at the same time meeting key performance indicators



Workshop –Flexing Forward: Making Flexibility Work in Your Organization Workshop – Part 1

Kyra Cavanaugh, Life Meets Work
www.lifemeetswork.com

In this high-content, high-energy workshop, Kyra Cavanaugh will tell the truth about what it takes to attract, retain and engage call center employees.

Whether you’ve barely considered workplace flexibility or have deliberately expanded your work “place,” you face the same issue: How to reap the benefits of flexibility in a way that fits your culture, doesn’t become a big transformational project, and doesn’t require superhuman management.

During this interactive session, Kyra will engage with participants to customize their approach to flexibility in order to build strong team performance and a better customer experience.

Take-away:

75 Ways to Flex

Meet the Speaker:

Kyra Cavanaugh is president of Life Meets Work, a consulting firm that helps organizations implement and improve workplace flexibility. She provides companies that are striving to be “best-in-class” with an online member-based community and services that include coaching, consulting, and training.

In 2011, Kyra received the Work-Life Rising Star Award from AWLP, recognizing outstanding contributions to the field. She is a nationally recognized speaker, regularly presenting to chambers of commerce, SHRM, women’s affinity groups, and others. Kyra’s expertise has made her a go-to media resource, and her opinions have been sought after by news organizations such as Crain’s, Chicago Tribune, Women’s Health, and WorkingMother.com.

Benefits of Attending

- Identify how flex can work for your team
- Build the business case for flexibility
- Overcome resistance and build support for this workplace strategy
- Expand your thinking about flex for hourly employees

During this interactive session, Kyra will engage with participants to customize their approach to flexibility in order to build strong team performance and a better customer experience.

3:30-3:45 REFRESHMENT BREAK

Wednesday 3:45-5:00

Leadership / High Touch Solutions

Lecture Hall 2



Starbucks Case Study - Workshop: Staying True to Your Company Culture While Outsourcing – Part 2

Janet Bailey, Starbucks Coffee Company

www.starbucks.com

PART 2 OF WORKSHOP

Wednesday 3:45-5:00

High Tech Solutions / Business Strategies

Lecture Hall 1



Workshop –Flexing Forward: Making Flexibility Work in Your Organization Workshop – Part 2

Kyra Cavanaugh, Life Meets Work

www.lifemeetswork.com

PART 2 OF WORKSHOP

Evening Networking Activity (optional)

Meet in front of Lecture Hall 1 at 6:00 PM

“The Golden Headset”



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.

Presenting a complimentary tele-seminar for High Tech High Touch Solutions' listeners on “Customer Service in Changing Times in a 311 Contact Center”, Saadia shared a wealth of good information. One of the tips she shared was an innovative way to offer special recognition to Customer Service Representatives when funds are limited. They use a headset which no longer works and spray it with gold paint. When an employee gives exceptional service they receive the “Golden Headset” award. How creative is that?! It's better than tossing the headsets in a landfill too.

They use a Blog, Instant Messaging, and Twitter to communicate with their citizens, to name a few mediums. Check it out.

- 311 Texting: Getting to Know Our Teenage Customers - www.nyc.gov/apps/311/about.htm
- “Got a Q for 311? Now U Can Text It! Get answers on the go by texting 311 at 311NYC (311692). The City does not charge for this service but your wireless charges may apply.”



Shop Talk Mastermind Networking Sessions

Pick your favorite topic and join in the engaging discussions!

1. **Creating a Voice of the Customer (VOC) with Impact, John Goodman, Tarp Worldwide**
2. **Establishing and Cultivating the Service Culture for Government Customer Contact Centers, Daryl Covey, NOAA**
3. **Applying Service Management Structure in the Contact Center Environment, Mark Zeman, Ace Hardware**

Complimentary tea & coffee service during the Masterminds!



Advanced Leadership Training Workshop: A Step by Step Approach for Building your Individual Leadership Action Plan! - Part 1

Kim Leverich, PacifiCorp
www.pacificorp.com

Advanced Leadership Training Workshop A Step by Step Approach for Building your Individual Leadership Action Plan! Do you know what your strengths are? Are you the type of individual that focuses on the low scores in a performance review or feedback survey and not on positive feedback? Are you confident in building around those attributes you do well to better yourself as a leader?

In this workshop you will be provided an opportunity to understand more about what makes you a positive contributor to your organization. You will discover the strengths you possess to better leverage yourself as an impactful leader and begin to put them into action.

Take Aways:

Each participant will receive an individual analysis of their personality type to gain personal insight as well as insight into those they work worth.

Each participant will create a working platform in which he/she can start accessing their basic values, strengths and attributes to maximize their leadership potential.

Meet the Speaker:

Kimberly has been a part of a call center team for over fourteen years. During her career she has held several roles including being part of an implementation team that opened up a brand new call center for a utility in Oregon, a Team Manager where she supervised call center agents, an Operations Analyst where she monitored daily call center performance and ensured service levels were met, Technical Trainer where she delivered training to call center agents, and most recently a Training Manager where she is responsible for the development and implementation of training programs in customer service and facilitating of leadership development seminars.

Benefits of Attending

- Your personality type and how to utilize that in your work environment
- How to maximize your strengths to increase your leadership potential
- How to build your individual leadership action plan

PacifiCorp is the number one award winning contact center in the nation.



PANEL: How to Manage Five Generations Colliding in the Workplace

Facilitator: Ivy Meadors, CEO, High Tech High Touch Solutions, Inc.

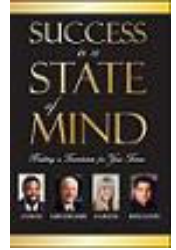
www.hthts.com

"Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it." - George Orwell

Given this interpretation, we're in for some heavy colliding. In this session, you will gain an understanding of the different generations but with a fresh twist. The panel discussion will be a huge eye-opener, loaded with unexpected outcomes, and a whole lot of laughs.

If you have seen Ivy deliver her Generations material before, you know that there are no two sessions alike. You always leave with fresh ideas, new perceptions and a better understanding of those "kids" and the old "people" we have to work with - you know the ones. (Ha!) You'll have a lot of fun in this discussion and get a lot of great usable material.

"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



Meet the Facilitator:

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.

Meet the Panelists:



Brent Downs: Brent Downs currently serves as the Chief, Enterprise Applications Branch for the United States Military Entrance Processing Command (USMEPCOM). Currently his team of 20 personnel provides applications support to 65 geographically dispersed organizations. Previously he was the Chief for the Enterprise Customer Support Branch providing Help Desk services 24/6. Prior to working at USMEPCOM, he served as the Chief, Executive Communications Support to a USAF Major Command 4-star general and staff. In this capacity he provided Tier 1 and 2 Service Desk support services to the 4-star general and immediate staff members. Before working for the Federal Government, Brent graduated from the United States Air Force Academy in 2004 with a B.S. in Computer Science. During his time in the Air Force he held several different jobs culminating as a Group Executive Officer. During his 2 years as an Executive Officer, 4 months were spent deployed to Iraq in support of Operation Iraqi Freedom.



Donavon Roberson - Donavon is the Director of Service Innovations for OOBIE Inc., a uniform company that focuses on design and fulfillment for several nationally recognized brands ranging from airline to food service industries. His role is to develop cutting edge methods of service through customer service, employee engagement and vendor relations. Prior to his role with OOBIE, Donavon was a member of the Zappos Family as the Culture Evangelist and Operations Manager for Zappos Insights. In this role Donavon had the opportunity to share with hundreds of businesses how to create a business focused on service and culture, a role that uniquely prepared him for the "hands on" endeavor ahead of him with OOBIE.



Paige Mead: Speaker, Interview Consultant & Communications Coach. Since 1998, Paige Mead has been coaching employers and employment candidates and students toward their best interview by illuminating resistance factors to open communication. Paige has coached individuals who make the hiring decision or have gained employment at companies including: AT&T, Weyerhaeuser, Microsoft, Adecco Employment Services, Russell Investments, Burkhart Dental Supply and Capital One.



Sara Starbuck: In her current role as Operations and Training Supervisor in the Horizon Air Call Center, Sara Starbuck manages 40 agents who work in office, at home or in one of Horizon's outstations taking calls between flights. As a Training supervisor, Sara is responsible for set up and training of all Remote Reservations stations as well as the quality of customer service delivered by all agents. Sara has a Bachelor's degree in Communications from the University of Washington.

10:30 – 10:45 BREAK



Advanced Leadership Training Workshop: A Step by Step Approach for Building your Individual Leadership Action Plan! - Part 2

Kim Leverich, PacifiCorp
www.pacificorp.com

PART 2 OF WORKSHOP



Cloud Technologies: Not a Passing Storm - Why you Need to Pay Attention and What it will Mean to your Operation

Peggy Gritt, NISH
www.nish.org

Contact centers are adopting cloud technologies to lower IT costs and gain advanced features to improve customer experience. There is a lot of hype around cloud technologies but the adoption rates are truly on the rise. This session clearly outlines the differences with adopting cloud versus on premise technologies. There are vast differences in offerings for case management/customer relationship management and multi-channel ACD capabilities.

This session will review cloud technology options and what they mean to your operation. Once you move to a cloud-based system – you need to be concerned with change control and service levels of the system. This session will encourage sharing amongst participants to draw out real-life decisions and scenarios. The speaker will share experiences with selection process, implementation and operational impact.

Take-away:

Attendees of the session will receive sample requirements checklists for Cloud Technology services

Meet the Speaker:

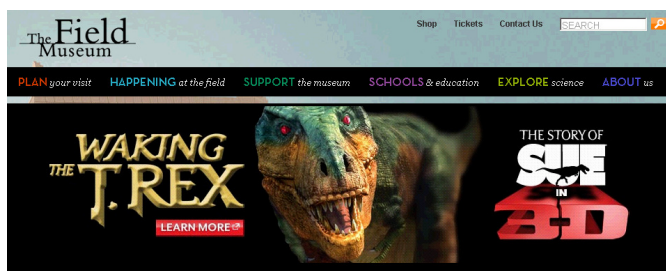
Peggy Gritt is the Sr. Program Manager, NISH Contact Center Services where she assists nonprofits with contact center strategy and promotes AbilityOne for contact center services and IT help desk to the Federal government. The objective is to create employment for persons with disabilities and returning war wounded. Ms. Gritt has over 20 years background in contact centers and voice and data technologies. She is a regular speaker at industry events and has assisted contact centers with technical strategies globally.

Prior to joining NISH, she helped launch the first software-based multi-channel contact center “ACD’s” on the market in 1997 with Interactive Intelligence and subsequently launched the same software on Voice over IP in 2002. She now uses her technical, marketing, and strategic expertise to assist nonprofits nationwide with decisions about cloud technologies, facilities, business planning, and industry best practices for contact center services. She helped launch the 350+ seat Dept. of State contact center for NISH and most recently is working on an IT help desk implementation.

Benefits of Attending

- Learn the definition of cloud technology and why it matters to contact centers
- Understand the benefits of cloud versus on-premise and the business case
- Understand how cloud technologies can impact your operations and potential risks
- Get the basics of what to include in your selection process
- Obtain information on vendor discussions related to changes

12:00 – 1:15 NETWORKING LUNCHEON AND VISIT THE FIELD MUSEUM





CASE STUDY: Riding the Wave of Customer Experience – Taking the Service System Beyond the Basics

John Goodman, TARP Worldwide & John Adamo, Moen
www.tarp.com www.moen.com

An excellent Customer Experience is the most effective way to maintain happy customers at lower cost. The good news is that it is actually cheaper to give great service than just good service. The foundation of success in this strategy is to shed conventional wisdom about service and deliver psychic pizza; that is, ringing your customer's doorbell and saying, "here is the pizza you were ABOUT to order"! In working with over 40 of the Fortune 100, Mr. Goodman has identified the six concepts that turn conventional service wisdom on its head and will equip you to help your organization to move from firefighting to a preventive mode of service while reducing cost. Further, he will be accompanied by John Adamo of Moen who will illustrate how they have succeeded by challenging conventional wisdom.

Take-away:

Three copies of John's books – *Strategic Customer Service* – will be raffled during the session.

Meet the Speakers:

John Goodman Vice Chairman 36 Years of Experience Co-founded TARP in 1971. Education: BS in Chemical Engineering from Carnegie Mellon University; MBA from Harvard Graduate School of Business Administration. Expertise: Mr. Goodman is considered one of the founding members of the customer experience industry. He has led the evolution of customer service from a cost center for answering consumer questions and complaints to a vital resource that helps organizations improve both operations and revenue.

Widely regarded as a thought leader in the industry, Mr. Goodman has managed more than 800 separate customer service studies for major organizations (including TARP's White House-sponsored evaluation of complaint handling practices in government and business and benchmark studies of the use of toll-free service numbers by major corporations, among others). Mr. Goodman has assisted the USDA, USPS, several agencies of the Intelligence Community, FDA, FAA, FDCI, Federal Reserve and Office of the Comptroller of the Currency in complaint handling in customer service.

John Adamo is the Senior Manager of Customer Quality at Moen. John is responsible for the collection, analysis, and resolution of voice of the customer feedback for Moen Incorporated. In this role, John interfaces with Moen's Contact Center, field Sales, New Product Development, Marketing and Manufacturing to collect and resolve feedback. John has 15 years of experience at Moen working in Reliability, Manufacturing, and Customer Quality. John has his mechanical engineering degree and masters in Business Administration from Cleveland State University.

Benefits of Attending

- Understand keys to reducing unnecessary service workload
- Learn three actions to make the front line more successful and less frustrated
- Learn how to get more resources from the CMO and CFO



How to Use Social Media in the Contact Center and Service Desk

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

Would you like to deliver better service, save money for your organization, add some fresh new skills to your resume and have fun too? Ivy will show you how, by jumping into the world of "Business Social Media - the Future of Service and Support". Social media has changed communications forever but many organizations have not made the leap to integrate these tools into their operations. Contact Centers and Service Desks can benefit significantly from using social media to solve critical business issues, enhance communications, and save time, money and resources. Would you like to know how? You will after this session.

Considerations in social media for where to start, defining where you are going, and identifying a roadmap is critical to your business decisions. You will leave this session pumped up and exhilarated - ready to move forward on the "service and support social media journey" with your roadmap in mind.

You're going to have an eye opening experience in this session. Most people have never looked at social media from the perspective you will hear today. It will change (significantly improve) how you service and support your customers!

P.S. Did you know your customers can log tickets from within Facebook? Ivy will show this 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.

2:45 – 3:00 REFRESHMENT BREAK

Thursday 3:00-4:00

Leadership / High Touch Solutions

Lecture Hall 2



Horizon Air Case Study: Bringing the Call Center to the Field: Engaging Remote Agents

Sara Starbuck

www.horizonair.com

Today's call center is no longer limited to the confines of the office. Many agents work from home or in remote locations. How do we keep remote agents engaged and feeling like a part of the call center? When

"the office" has expanded to multiple locations, how can we retain the small company feeling?

Employee engagement is critical to the success of a call center. It can make or break the quality of customer service your agents provide. Learn how to keep your remote employees connected and increase your quality of service.

Take Away:

Handout: 5 easy ways to bring your remote agents back into the call center

Meet the Speaker:

In her current role as Operations and Training Supervisor in the Horizon Air Call Center, Sara Starbuck manages 40 agents who work in office, at home or in one of Horizon's outstations taking calls between flights. As a Training supervisor, Sara is responsible for set up and training of all Remote Reservations stations as well as the quality of customer service delivered by all agents. Sara has a Bachelor's degree in Communications from the University of Washington.

Benefits of Attending

- Gain a better understanding of the importance of connecting with remote agents
- Increase customer service through employee engagement
- Learn how to avoid some of the most common pitfalls when working with remote agents
- Create an activity that will help stimulate agent involvement
- Learn ways to maximize the short amount of time you spend with remote agents

Thursday 3:00-4:00

High Tech Solutions / Business Strategies

Lecture Hall 1



Painting the Picture of "Rightshoring" - How to Make the Transition Back Onshore Work!

Bill Price, Driva Solutions

www.drivasolutions.com

Several years ago "Let's go offshore" was all the rage, with companies falling all over each other to secure space in Gurgaon, Makati, and many other places in Asia, some in Africa, others in Eastern Europe.

Outsourcing firms overnight became BPO (business process outsourcers), all touting how that wanted "to become partners" while in reality many simply wanted more revenues per center, and more centers.

The global recession + end user frustrations with wooden-sounding, script-following, hard-to-understand support reps + a renewed focus on improving "customer experience" have begun to shift the tables. Many companies are thinking about bringing back onshore some, or all, of their previously off shored operations, and some have even promoted this move as being better for their shareholders as well as their customers.

In this session, customer service and outsourcing industry veteran Bill Price will help paint the picture about "rightshoring" (finding the best fit location, offshore or onshore), the movement back onshore, and ways to make the transition work. He will draw from lessons in his forthcoming book Customer Happiness: How the Best Service Leaders Design, Measure, and Deliver WOW Experiences, and recent consulting client and industry-wide experiences.

Take away:

Attendees will obtain an early view of Bill's new book including two mini-case studies.

Meet the Speaker:

Bill Price is president of Driva Solutions, the North American arm of LimeBridge, a customer service consultancy whose clients include Dell, Hyatt, McDonald's, Microsoft, and TiVo. Prior to founding Driva Solutions, Bill was Amazon.com's first vice president of Global Customer Service, a vice president at MCI, and a senior consultant with McKinsey & Company. A frequent keynote speaker, Price has written numerous articles and white papers.

Benefits of Attending

- Learn how customer experience leaders are deciding the "rightshore" for their customer support operations, including their criteria to determine "best fit"
- Obtain a simple decision grid that can help guide the offshore vs. onshore debate
- Understand the costs and risks operating offshore vs. staying or moving back onshore.



Closing Keynote: From Widget to Worth: 5 Steps to Building a Legacy (Not Just a Business)

Donavon Roberson, Director of Service Innovations, OOBE, Inc.
www.oobe.com

Throughout history, businesses have been built around the “widget”; design the widget, sell the widget, build the business, and then sell the business in order to have the good life. Today businesses and business leaders are considering the idea of lasting worth to be more valuable than the widget itself. Discover how to creating a business of worth and lasting value through the power house of service innovations.

Take Aways:

- Handout with “roadmap to worth”
- DVD showcasing the OOBE story and impact on clients
- Possible coupon for purchase at OOBE store

Benefits of Attending

- Understand the History of Business in America; where we have been and we are going.
- Discover the 5 Dimensions of the business world of today
- Hear personal stories and insights from a thought leader in the world of service strategies and innovations
- Catch a vision for what your business could be and dream of ways to make that a reality
- Realize where your business and service model is successful and where it may need to improve

Meet the Speaker:

Donavon is the Director of Service Innovations for OOBE Inc., a uniform company that focuses on design and fulfillment for several nationally recognized brands ranging from airline to food service industries. His role is to develop cutting edge methods of service through customer service, employee engagement and vendor relations. Prior to his role with OOBE, Donavon was a member of the Zappos Family as the Culture Evangelist and Operations Manager for Zappos Insights. In this role Donavon had the opportunity to share with hundreds of businesses how to create a business focused on service and culture, a role that uniquely prepared him for the “hands on” endeavor ahead of him with OOBE.

5:00-5:30 PM - Closing Wrap-up

Discuss lessons learned throughout the two days of education.

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 tele-casts) 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

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

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

www.thecssp.com – Customer Service and Support Professionals Community of Practice™

Need help with something - contact us!
We don't know it all but we know great people in our network that will help you!

Email: solutions4u@hthts.com or cssp@hthts.com

Phone: 425-398-9292