



www.callnorthwest.org.uk

CONFERENCE ORGANISERS

CallNorthWest is the lead body for Call & Contact Centres in England's North West, being responsible for directing business support to the contact centres in the region. Each year, CallNorthWest works with over 300 individual organisations, identifying the needs and interests of the sector.

Funded by its members, the Northwest Regional Development Agency and hosted by the University of Central Lancashire, CallNorthWest seeks to support the contact centres to achieve excellence and overcome the barriers to high performance.

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**CallNorthWest
 3rd Annual
 Customer Management
 Conference and Exhibition**

WEDNESDAY 21ST MAY 2008.
 CITY OF MANCHESTER STADIUM,
 SPORTCITY, MANCHESTER, M11 3FF.

*Applied to additional places.

**MAKING THE MOST
 OF YOUR PEOPLE AND
 TECHNOLOGY RESOURCES
 TO GROW YOUR BUSINESS**

MAIN TOPICS

- TREATING CUSTOMERS RIGHT
- TURNING CUSTOMERS INTO FANS
- UNDERSTANDING VARIATIONS IN CALL CENTRE PERFORMANCE
- PROACTIVE MARKETING TO SAVE LIVES

Keynote presentations from:



Workshops from:



Chair: Nicolette Allen, Deputy Editor, CCF

8:45am – 9:30am
Registration & Refreshments

9:30am – 9:45am

Welcome
 David Hamblin, Dean, Lancashire Business School & Chair of CallNorthWest.
 Nicolette Allen, Deputy Editor, CCF

9:45am – 10:15am

Treating Customers Right
 Mark Walker, General Manager, Dimension Data

KEY LEARNING OUTCOMES

- What customers want.
- Customer expectations.
- How customers interact.
- How to treat customers right.
- The impact of people on financial performance.

10:20am – 10:55am

Choice of Case Study Presentation:
How Emerging Technologies are Improving Customer Service & Increasing Revenues in Contact Centres
 Colin Chave, Noble Amcat

OR

How to Create an Insourced Improvement Capability
 Lee Williams, Whitworth Associates

10:55am – 11:15am

Refreshments, exhibition viewing & networking

11:20am – 11:55am

Choice of Case Study Presentation:
Creating Knowledge Enabled Agents
 Akeel Attar, XpertRule

OR

More Carrot, Less Stick – Incentives Work
 Alan Marsden, AIM Technology

12noon – 12:35pm

Turning Customers Into Fans: Why Customer Focus is Important
 Cheryl Black, Customer Service Director, O2

KEY LEARNING OUTCOMES

- Clear financial benefits for companies who understand and focus on the customer experience.
- Use the customer insight already available to you to understand your customer experience.
- Recognise that different customers have different needs at different stages in their relationship with you – one size does not fit all!
- It only works if it all works – companies need to embrace cross functional working to deliver a truly outstanding customer experience.
- If you can't measure it, you can't manage it.

12:35pm – 1:30pm

Buffet Lunch, exhibition viewing & networking

1:30pm - 2:10pm

Understanding Variations in Call Centre Performance
 Giles McClelland, Researcher, CallNorthWest

KEY LEARNING OUTCOMES

- Understand why some call centres experience low levels of attrition and absence and some experience very high.
- Understand the stressors specific to call centre work.
- Understand how the design of work influences employee commitment, frustration and satisfaction.
- Consider the potential implications of adopting the call centre model of service delivery?
- How do work based stressors influence productivity in call centres?

2:15pm – 2:50pm

Choice of Case Study Presentation:
Unified Communications for the Contact Centre
 Ian Smith, Aspect Software

OR

Serviced Contact Centres
 Trevor Butterworth, The MSL Partnership

2:55pm – 3:30pm

Choice of Case Study Presentation:
Unlocking the potential of your recorded calls - Getting Started with Speech Analytics is Easier Than You Think
 Jonathan Wax, Nexidia Limited

OR

How to measure the qualitative drivers in your call centre
 Spencer O'Leary, XTAQ

3:30pm – 3:50pm

Refreshments, exhibition viewing & networking

3:50pm – 4:25pm

Proactive Marketing to Save Lives
 Ian Hamerton, Head of NHS Blood and Transplant Service & Ryan Creighton, Key Account Manager, Teleperformance

KEY LEARNING OUTCOMES

- NHBTS & Teleperformance.
- Tomorrow's Donor.
- A Sustainable Service Model.
- Lean' thinking.
- Donor satisfaction.
- Automation & Channel Mix.
- Personalisation.
- Infrastructure Requirements.
- Next Steps.

4:25pm – 4:35pm

Questions & Answers, Chair Round-up and Close
 Chair: Nicolette Allen, Deputy Editor, CCF

4:35pm – 5:30pm

Drinks Reception with opportunity to meet with presenters and network.

THE PROGRAMME

Each year budgets get tighter and tighter, demands from customers and agents get higher and the contact centre directors and managers are constantly looking for answers. This year's conference aims to share with attendees how a range of organisations are improving their customer experience, whilst improving operational performance and bottom line profit without the need for major additional capital investment.

The conference recognises that it is the people and how they are supported by technology that makes the difference in the 'customer experience' and business performance.

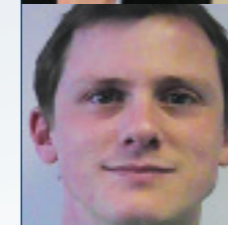
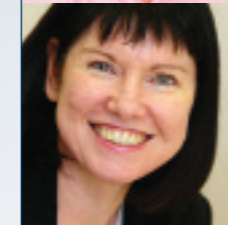
This year the keynote presentations will be delivered by senior representatives from major contact centre operators. These will be supported by the latest research and 8 case study presentations. Each of these case studies will focus on how UK based contact centres have implemented and achieved improvements in both the customer experience and operational performance. The solutions used include; incentives, call monitoring and recording, self service and measurement.

WHO SHOULD ATTEND AND WHY?

Attending this year's event will be representatives from many of England's Northwest 600+ contact centres. Each delegate will be seeking ways to improve their own, their teams and the centres overall performance.

IF YOU ARE A:

- Contact Centre Operations Director/Professional
- Call or Contact Centre Managers
- Manager responsible for IT developments within Contact Centres
- Manager involved with the development of Contact Centre staff



Speakers (from top)
 Nicolette Allen
 Mark Walker
 Cheryl Black
 Giles McClelland
 Ian Hamerton
 Ryan Creighton

Keynote Speakers

Chair: Nicolette Allen is deputy editor of **Call Centre Focus** magazine. She has also represented the magazine at several conferences and events, her main interests include the use of multi-channel strategies and the benefits of flexible working in the call centre industry.

Mark Walker has a career spanning more than 20 years in the field of **Services and Systems**, including 10 years in Contact Centres, Customer Relationship Management and Outsourcing. He has international experience throughout Europe, Latin America and South Africa, with clients in Public Sector, Retail, Technology, Utilities, Telecoms and Financial Services.

Cheryl Black is the Customer Service Director on the **O2 UK** Board, and has responsibility for contact management for O2 UK's 17million plus customers. This includes 4 Contact Centres and outsourced customer management activity in the UK. Cheryl also holds a non executive role on the Board of NHS 24, a telephone based branch of the NHS, as well as being a Vice President and Companion Member of the Institute of Customer Service.

Giles McClelland is a researcher working at **Lancashire Business School** on the **CallNorthWest** agenda. His specialist research areas include the call centre work design and its impact on employee productivity. He has also written extensively on the impact of call centres on the economy of Englands Northwest. He recently ran two ESF funded call centre management development programmes designed to support the education of call centre managers.

Ian Hamerton has a lifetime experience in Telecommunications and latterly Contact Centres. Following 26 years with BT and several years in various Commercial and Government roles Ian finally settled into the **National Blood Service** in September 1997. Ian's desire to see service from the customer's perspective has led to significant and lasting improvements in the service provided to donors.

Ryan Creighton joined **Teleperformance** in 2007, and now manages some of Teleperformance's largest Public Sector accounts, including the NHS Blood & Transplant campaign. Having overall responsibility for areas such as customer satisfaction, business performance and development and client communication, ensures that Ryan has a real knowledge and thirst for providing the very best customer experience.

