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National Association of Call Centers

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

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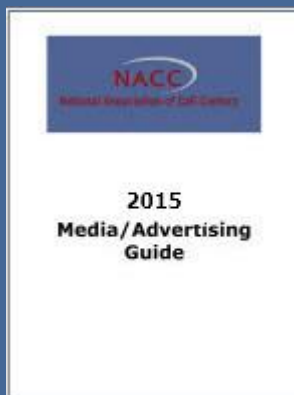
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Quote

"I am thankful for all those that said NO to me. It's because of them I'm doing it myself."

~ Albert Einstein

Reports from the NACC

The NACC has been burning the midnight oil and typing until our fingers are sore to bring out reports to our members. Each is listed below. If you are interested to see what we are writing about, click on the links below and download the executive summary of each. If you like what you see, join the NACC so that you can view these reports and others that will be coming out soon on our website. These reports will ensure that you know the latest trends in the industry.

In This Issue . . .

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Meet The Members: Britt Swilley, Walton EMC



This month we meet longtime NACC member Britt Swilley, Customer Service and Call Center Manager at Walton EMC in Monroe, GA. Britt is an active member of our NACC community and a solid supporter of our research through his volunteer membership. Working for a utilities company gives Britt a different perspective on customer service, which we were anxious to learn more about.

NACC: Before we start talking about your career, I've got to ask about your first name. It's quite unusual. Is it a family name? Any story behind it?

JBS: It's not a family name. My name is John Britton Swilley and I have always gone by "Britt." My dad came up with the name on the way to the hospital the day I was born.

NACC: How and when did you begin your career in customer service?

JBS: I have always been in the customer service industry. I worked at a peach stand during the summers while in high school, worked in the food service industry while doing my undergrad studies and have worked in retail management and call center management ever since.

NACC: What is your role at Walton EMC?

JBS: I am the Consumer Service and Contact Center Manager.

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First Call Resolution: The First and Most Important Customer Service Performance Metric

Mark Fichera, CEO, OnBrand24, mfichera@onbrand24.com

Note from Paul: This article was written by NACC volunteer member Mark Fichera, who is the owner and CEO of OnBrand24, an outsourced call center services provider with offices in Beverly, MA, Portsmouth, NH and Savannah, GA. We encourage all NACC members to submit articles and essays for our monthly newsletters. If you would like to discuss an article idea for submission, please [contact me](#). Your contributions will be welcomed.

Call center services performance can be measured in many ways, but too many managers, believing that efficiency and quality are mutually exclusive, put too much emphasis on the former at the expense of the latter.

But it doesn't have to be that way.

Good call center oversight means a balance of both. And there is at least one quality metric that contributes significantly to lower costs while also boosting customer satisfaction, customer loyalty and, ultimately bottom line revenue.

We are speaking of First Call Resolution (FCR), possibly the single most important measure of call center performance. First Call Resolution is a cross-over call center metric, one that reflects the quality of support that your customer service representatives deliver as well as a critically important efficiency measurement.

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Join Us and Help Us Help The Industry

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research, Paul.Stockford@nationalcallcenters.org

If you'd like to experience firsthand what members such as Britt Swilley and many others gain through their volunteer membership with the NACC, consider joining us. Volunteers join the NACC at no cost other than 30 minutes of your time each year, plus whatever time you wish to contribute to helping other members as need be throughout the year. E-mail me directly with the word "Volunteer" in the subject line and I'll provide you the details of a no-cost volunteer membership.

Our biggest project of the year is always our year-end survey of contact center professionals. The results of this survey form the foundation of the research we conduct for the rest of the year so we need a good response rate. My sincerest gratitude to those of you who have already participated and, if you haven't yet taken the four minutes or so that it takes to complete our survey, please do so now. You can find the survey at <https://www.surveymonkey.com/s/NACC2015>

Survey results will be shared in this newsletter throughout 2015 so please make sure your voice is heard by going to

[Geo-Fencing: Expanding The Contact Center Boundaries?: November 2014](#)

[Neural Phonetic Speech Analytics: The Brains behind Nexidia Interactions Analytics 11.0: July 2014](#)

[Nexidia Pushes Speech Analytics Envelope with Nexidia Interaction Analytics 11.0: July 2014](#)

[The Time is Now: Workforce Optimization Becomes Reality for the Small-to-Medium-Sized Contact Center: July 2013](#)

[Finding the Silver Lining in the Contact Center Cloud: May 2013](#)

[The At-Home Agent Movement - A Benchmark Quantitative Analysis: January 2013](#)

[State of the Call Center Industry Report: 2nd Quarter 2012 Data](#)

[State of the Call Center Industry Report: 1st Quarter 2012 Data](#)

[Contact Center Mobility Study: May 2012](#)

[State of the Call Center Industry Report: 4th Quarter 2011 Data](#)

[State of the Call Center Industry Report: 3rd Quarter 2011 Data](#)

[State of the Call Center Industry Report: 2nd Quarter 2011 Data](#)

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[North American Contact Center Industry 2008-2009: The Year in Review and a Look Ahead](#)

[State of the Call Center Industry Report: 4th Quarter 2008 Data](#)

[60 Ideas in 60 Minutes: 2008 Session](#)

[60 Ideas in 60 Minutes: 2007 Session](#)

<https://www.surveymonkey.com/s/NACC2015> and completing the survey.

By the way, we ask for no identifying information from respondents so you are guaranteed that no salesperson or anyone else will bother you as a result of your participation. We only ask for demographic information so we can categorize and cross-tabulate results. Your confidentiality is absolutely guaranteed.

The NACC is a not-for-profit, University-based research and membership organization and we work on a shoestring budget. We don't have the funds that the media marketing companies have so we rely on the kindness and cooperation of our readers to help with our research. Please help us help the industry by participating in our survey and we'll continue to do our best to provide you with relevant strategic information that we hope will enhance your professional development and industry knowledge.

CEOs and Twitter: A Lesson For The Rest of Us?

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research, Paul.Stockford@nationalcallcenters.org

I consider myself to be fairly active when it comes to social media. I try to get on Twitter daily and pass along industry information that I think other contact center industry professionals will find interesting. Something compelling I've found along the way, however, is the fact that when I tweet something about a company CEO and try to mention him or her by their Twitter handle within the context of my tweet, nine times out of ten they don't have one.

This phenomenon is explained by a recent article I read in the *Financial Times* (FT) newspaper. According to the FT, relatively few CEOs, especially at large companies, have joined Twitter. Only 14 percent of CEOs of the world's largest companies use social media as a way to communicate. Of those CEOs who do participate in social media their activity, for the most part, is sparse. Also telling is the number of followers versus the number following for the CEOs who were discussed in the FT article.

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Call Center Comics!



If you like this comic and would like to see more, write Ozzie at callcentercomics@yahoo.com and visit his website at http://callcentercomics.com/cartoon_categories.htm or just click on the comic to take you to his page. The NACC appreciates Ozzie letting us use some of his comics in our newsletter.

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