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National Association of Call Centers

In Queue

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

Welcome to the December 2016 issue of the NACC In Queue newsletter!

We're Movin' On Up!

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

Since its inception in 2005, the National Association of Call Centers (NACC) has been headquartered at The University of Southern Mississippi (USM), where founder and executive director David Butler, PhD, was a faculty member. Most recently David was chair in the Department of Political Science and director of the doctoral program in International Development at USM. He also continues to serve the NACC in an advisory capacity as executive director.

As of January 1, 2017, David will be leaving USM to assume the role of vice provost for research and dean of the College of Graduate Studies at Middle Tennessee State University (MTSU) in Murfreesboro, TN. In a recent article about the move to MTSU, David mentioned that his research interests include, "Disaster recovery, call centers, heritage and tourism development, nature-technology relationships and issues of national sovereignty." We are hopeful that customer service and the contact center industry will be one of the centers of research focus at MTSU. In the interest of pursuing that objective, the NACC will also be moving with David to MTSU as of January, 2017.

We expect disruption to NACC operations to be minimal since I still manage the day-to-day operation of the NACC from my office in Scottsdale, AZ. Our initial challenge will be to replicate the services we received at USM with our new university affiliation. Other than that, we expect our research to continue uninterrupted and with only minor disruption to the availability of the NACC website, www.nationalcallcenters.org, as we update our background information. Our mailing address will remain the same.

Thank you for your continued support of our efforts at the NACC, and thank you in advance for your patience as we undergo this change which, we expect, will mean nothing but good things for all of us at the NACC, and all of our members, in the years to come.

Verifying Phone Numbers For TCPA

(Note from Paul: In case you missed our e-mail blast to you of this Tuesday, 12/13/16, this article from IDology (ID-ology) provides a review of TCPA regulations as well as offering a link to a downloadable e-book covering the ins-and-outs of TCPA compliance for mobile customers. We believe this e-book will be of interest to many NACC members and newsletter subscribers).

Chris Pope, Director Of Marketing, IDology, cpope@idology.com

As litigation and fines resulting from the new changes to the TCPA continue to increase, many are rethinking their outbound calling strategies. Additionally, as more consumers are moving to mobile phones, the process of verifying phone numbers has become more challenging and needs to change with the times.

A major challenge with verifying phone numbers lies within how people communicate today. Many consumers do not have a single phone number anymore and many are dropping their landlines for mobile numbers. Also, there are several options for how consumers can be contacted – phone, text, email, etc. Historically, verifying phone numbers wasn't too difficult as numbers did not change as frequently and number directories were not updated very often. Mobile numbers on the other hand are much harder to pin down and consumers change them with more frequency. This combined with the new TCPA rules exposes companies to a broader range of risk when trying to contact customers.

IDology, a leading provider of identity verification solutions to the contact center industry, has created an e-book for contact center managers with compliance responsibility to understand the implications of the TCPA

In This Issue...

- NACC Is Movin' On Up!
- TCPA Compliance
- 2017 Trend: At-Home Agents
- Call Center Comics!

Pearls Of Wisdom

"A dream doesn't become reality through magic; it takes sweat, determination, and hard work."

~ Colin Powell

Reports From 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.

- Text Analytics Market Update: April 2016
- Kodak Alaris Launches AI Foundry To Deliver Artificial Intelligence-Based Solutions For The Contact Center: November 2015
- HireIQ Candidate Optimizer Disrupts The Status Quo, Powers Revolution In Customer Service Human Capital Management: May 2015
- Verint Jumps Into The Gamification Game: April 2015
- Research Update - Strong 4th Quarter Tops Year Of Growthj For The 2014 U.S. Contact Center Industry Employment: March 2015
- Geo-Fencing: Expanding The Contact Center Boundaries?: November 2014

and to optimize their outbound calling strategy with real-time number verification.

The E-Book contains:
- An overview of TCPA and the declatory ruling
- Consent & Exemptions
- Challenges of mobile phone numbers
- Leveraging real-time mobile number data

NACC members are welcome to preview the E-Book "TCPA Compliance Made Simple: Mobile Number Verification" by clicking here.

At-Home Agents: A Hot Topic For 2017

Paul Stockford, Research Director, NACC And Chief Analyst, Saddletree Research,
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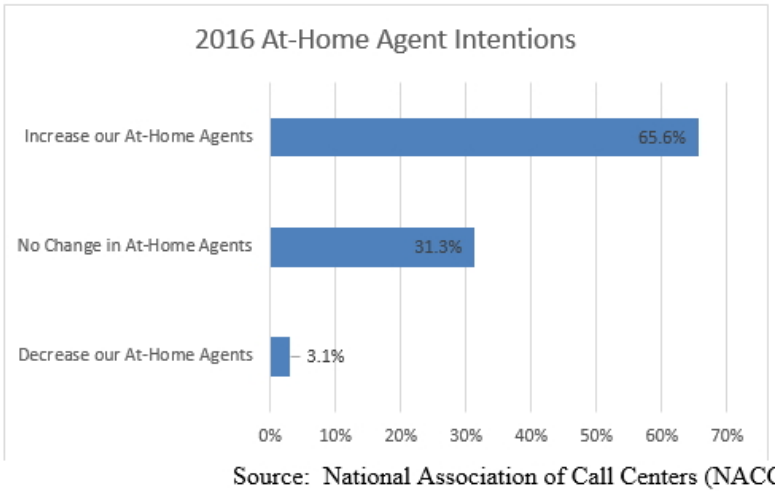
Last month, I sent out a request to NACC members to spend a few minutes with me on the phone to talk about the industry issues that are on their minds going into 2017. First of all, thank you to all of you who responded to my request and have given me your time on the phone to talk about what's keeping you up at night relative to your professional objectives as we enter a new year. As for the rest of you who didn't respond -- c'mon!!

One topic that was common in most of the conversations I've had so far concerns the question of at-home agents. Most respondents see the at-home agent as an option to address not only the problem of agent turnover by offering job flexibility to qualified agents, but also as a means of expanding their geographic reach to find the best qualified agents to man their customer service channels. This interest in establishing or expanding an at-home agent workforce maps into the findings of our 2016 research regarding contact center industry trends.

According to our research, 47.1 percent of U.S. contact centers have some or all of their agent population working from home. The majority of those respondents have 10 percent of less of their agent population working from home but our data indicates that the majority of these at-home agent programs have been extremely successful. We asked the survey participants who have an at-home agent program what their plans were for that program this year. In other words, we wanted to know if the program was successful enough to expand or would most contact center hold steady or even decrease their at-home workforce. As the graph below illustrates, overwhelming majority of contact centers expect to increase their at-home agent workforce.

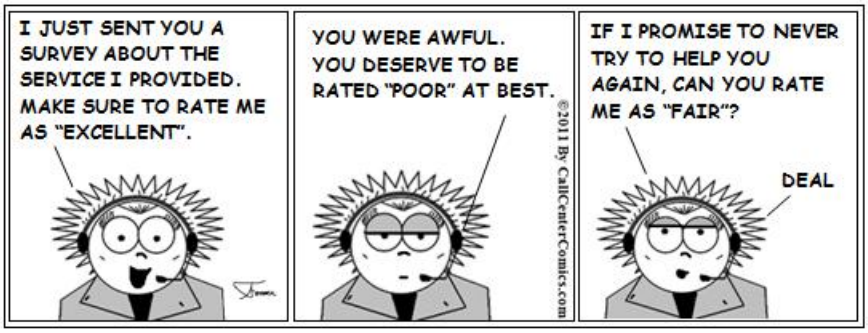


Source: National Association of Call Centers (NACC)

The data clearly indicates that at-home agent programs have been, and continue to be, successful. We believe that employing at-home agents offers potential solutions for a number of contact center industry challenges, not the least of which is the problem of agent turnover that has plagued industry for nearly as long as the contact center industry itself has existed.

Call Center Comics

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
- State of the Call Center Industry Report: 1st Quarter 2011 Data
- State of the Call Center Industry Report: 4th Quarter 2010 Data
- State of the Call Center Industry Report: 3rd Quarter 2010 Data
- State of the Call Center Industry Report: 2nd Quarter 2010 Data
- State of the Call Center Industry Report: 1st Quarter 2010 Data
- State of the Call Center Industry Report: 4th Quarter 2009 Data
- State of the Call Center Industry Report: 3rd Quarter 2009 Data
- State of the Call Center Industry Report: 2nd Quarter 2009 Data
- State of the Call Center Industry Report: 1st Quarter 2009 Data
- 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



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 or just click on the comic to tak you to his page. The NACC appreciates Ozzie letting us use some of his comics in our newsletter.

Did You Know That NACC...

Offers several types of membership opportunities. **Click here to find out more...**	Offers a job board where top employers & candidates go to find their next call center rock-star! **Click here for more...**	Offers classifieds for your contact center space, furniture, and just about anything else you can think of. **Click here to sneak a peek...**	Offers the ability to **advertise with NACC. Click here to view the NACC Advertising Guide** where you can view our channels and prices.

To advertise with the NACC, please contact the NACC at: Tel: 601.447.8300 | Fax: 601.266.5087 | Email: **Click Here**

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