



National Association of Call Centers

In Queue

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

Welcome to the April 2018 issue of the NACC In Queue newsletter!



Change Starts With Visibility, And Visibility Starts With The Contact Center

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If it ain't broke, don't fix it, right? That's how many business leaders view change, and despite implementing digital transformation efforts, organizations are still failing to give customers what they want. Even with an influx of new technology and data, many executives and other key decision makers don't have the full picture, which can stifle customer experience efforts. According to a new [report](#), 68 percent of executives admit to avoiding making major changes unless there's a problem.

And more concerning, oftentimes C-suite leaders aren't using all of the data available to them to make decisions, so they don't know what's really going on in the business. Though digital transformation remains a top priority for many organizations, netting a return on customer experience investment requires a deeper understanding of customer needs. That can only be achieved with better data, and

better data comes from the contact center. With insights from the contact center, business leaders can finally gain the visibility they need to drive real business results and make the right changes to give customers what they really want.

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The 7 Habits Of Highly Effective Call Center Management

Nathan Teahon, Vice President, Quality Contact Solutions, nathan.teahon@qualitycontactsolutions.com



The *7 Habits of Highly Effective People* by Stephen R. Covey is nothing short of iconic and is a staple on bookshelves of leaders everywhere. There are lessons to be learned by anyone that chooses to pick up the book. I was recently thinking about this book and wondered how I would change the lessons if I was making the list specifically geared towards managers that work in [call center services](#).

Author note: An infographic for this topic is available [here](#).

1. Be Proactive – Complacency is the Enemy in Call Center Services

Okay, so I am cheating on the first one. Being proactive was the first habit in Covey's book. This is just too important and too foundational to change. However, we can work to define it, and I did add the second part. What does being proactive in call center services mean? This industry is changing by the moment. Analyze threats and try to cut them off at the pass.

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In This Issue...

- Change Starts With Visibility
- 7 Habit Of Highly Effective Call Cntr Mgmt
- OpenText/Saddletree Research QM Webinar
- Call Center Comics!

Pearls Of Wisdom

"If we are so busy being successful that we don't have time to be happy, then we need to seriously reconsider our definition of success."

~ Maria Popova

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.

- [Research Note: NICE Introduces CXone - Fully Integrated Open Cloud Contact Center Platform: August 2017](#)
- [Research Note: Verint Introduces Knowledge Management Professional Knowledge Management for the Masses: July 2017](#)
- [NICE Introduces Nexidg Analytics: Omni-Channel Analytics For The Contact Center: January 2017](#)
- [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](#)



OpenText/Saddletree Research Quality Management Webinar

Paul Stockford, Research Director, NACC and Chief Analyst, Saddletree Research
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Last month, I wrote an article about the OpenText Qfiniti workforce optimization (WFO) solution and the next generation of quality management in the contact center. In that [article](#), I invited readers to join us in a webinar later in March.

Several readers and NACC members contacted me to let me know that they couldn't attend the webinar but were interested in the [replay](#). That replay is now available [here](#).

Once again, I invite you to spend a little while with OpenText's Matthew Storm and me as we discuss the link between employee engagement and next gen quality management. Plenty of NACC data is included in the discussion as well as a demonstration that generated an avalanche of questions at the end of the webinar. It will be time well-spent.



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> 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.

- [Management: May 2015](#)
- [- Verint Jumps Into The Gamification Game: April 2015](#)
- [- Research Update - Strong 4th Quarter Tops Year Of Growth For The 2014 U.S. Contact Center Industry Employment: March 2015](#)
- [- 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](#)
- [- State of the Call Center Industry Report: 1st Quarter 2011 Data](#)

- [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](#)

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