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National Association of Call Centers

In Queue

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

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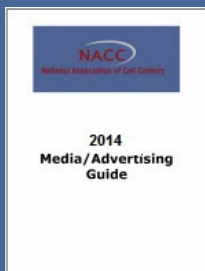
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Quote

"Challenges are what make life interesting and overcoming them is what makes life meaningful."

~Joshua J. Marine

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.

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

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- **Hitting A Home Run With Virtual Technologies**
- **Global Contact Center Awards Open: Get The Recognition You Deserve!**
- **What's Walt Wondering? Walt Takes On Voice Technologies & Distracted Driving**

Meet The Members: Susan Reisinger, NAVY 311

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



This month, we meet Susan Reisinger, Operations Manager at NAVY 311. If you are a regular reader of, or subscriber to, Contact Center Pipeline magazine you already know a little about Susan's work since her contact center, NAVY 311, is the subject of my column in the current issue. For In Queue, however, we wanted to know a little more about Susan herself and her career in customer service.

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

SR: I began working in an inbound call center about 18 years ago, and have been in customer service in one form or another ever since.

NACC: What is your role at NAVY 311?

SR: I am the operations, or call center manager, for NAVY 311. Over the about the 9 ½ years I have been here, we have more than doubled our staff. Located on Naval Station Norfolk (the largest Navy base in the world), we are fortunate to be on the front lines of assisting sailors, their families, retirees, Reservists in serving and protecting our country. We are also a customer-facing point of contact for all things Navy, and receive calls from around the world on an amazing variety of questions and issues.

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Geo-Fencing: Expanding The Contact Center Boundaries?

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

I recently came across an interesting concept called geo-fencing that I believe could have contact center industry implications in the near future. For those unfamiliar with the concept, a geo-fence is a virtual perimeter that exists in a real-world geographic setting. It is typically a pre-defined set of boundaries such as a given area around a school, shopping center, secure area, etc. Geo-fencing has been in use since it was developed in 2004.

Many consumers are already familiar with the concept of geo-fencing via several commonly understood and used geolocation applications. Location-based applications such as Foursquare or the act of "checking in" on Facebook are driven by geolocation technology. Likewise, using Google Maps on a personal mobile communication device is another example of an application driven by geolocation.

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The Benefits Of NACC Membership

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

If you'd like to download the report referenced above or any of the other reports on the NACC website, or if you'd like to network with other customer service professionals and tap into the deep level of knowledge of our combined membership, join us as a volunteer member of the NACC.

The cost to join as a volunteer member is exactly nothing. The only thing we ask of our volunteer members is to provide us 30 minutes of time spread out over the course of the year. The 30 minutes is all we ask of our volunteers in order to participate in our surveys, which form the basis and foundation of the research work the NACC undertakes during the following year. Our volunteer members are an extremely valuable resource and an important part of our community.

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Hitting A Home Run With Virtual Technologies

Michele Rowan, President, Customer Contact Strategies. mrowan@customercontactstrategies.com

There are high impact tools to ensure that remote workers are as connected and engaged as their in-house counterparts. The great news is we've been using many of them on the corporate side of our businesses for the past 5-10 years - but not with regularity in our contact centers. Here are a few that - with the right business processes - unleash the full potential of remote

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: January 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

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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

60 Ideas in 60 Minutes: 2008 Session

60 Ideas in 60 Minutes: 2007 Session

legality in our contact centers. Here are a few sites that are high business practices and ensure the persistence of these working programs:

a. **Meeting platforms such as WebEx, Go to Meeting and Adobe Connect** fire up meetings with ease, and include important functions like screen sharing, white boarding, and video. We invite and measure engagement easily during these live sessions - what's new is developing the skill sets of leaders and trainers to effectively run virtual meetings.

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Global Contact Center Awards Open: Get The Recognition You Deserve

ICMI's Global Contact Center Awards program is now accepting entries with award winners being announced at their Contact Center Expo and Conference in Orlando next May. They are also offering a 50 percent discount in application fees for those who apply before December 31st.

As you know, customers love awards so get busy and get your application in! For more details on the award program, visit <http://www.icmi.com/awards>.

What's Walt Wondering? Distracted Driving Studies From AAA & U. Of Utah

Walt Tetschner, Tern Systems and ASR News, tetschner@aol.com

These studies are a follow-on to a study that was done in early 2013. The latest studies conclude that complex activities performed by drivers that have never done them before, are distracting. Not a surprising finding. These forced behavior studies are not very meaningful. You have drivers doing a task for the first time and we measure this and conclude that they are not very good at it. It ignores the reality that people can get pretty good at doing complex tasks if they do them often enough. The naturalistic studies that just observe a drivers normal behavior are much more useful since they show what people really do.

The studies invest a lot of time in analyzing voice applications that are virtually never actually ever used by anyone. For example, e-mail reading via voice is rarely ever done by anyone (driver or non- driver). It is a painful and distracting process. You do it once and then never do it again. Why bother to study it since no one is doing it?

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Call Center Comics!



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