Conference Programme

CALL CENTRE
EXPO 2004
29-30 September Birmingham NEC
www.callcentre-expo.com
People | Strategy | Technology

Europe's premier conference for call centre & customer contact solutions
...in-house...outsourced...offshore...at-home...

Who is it for?

Whatever your stage of awareness, understanding or implementation of call & contact centres, and whether you are Board Level or Operational; a Director or Manager interested in any of the following areas...

- Finance / Banking / Insurance
- NHS / Health Trust
- Retail / Mail Order
- Utilities
- Multi-Media Operations
- Best Practise European & International Call Centre Activity
- Central / Local Government
- Emergency Services
- Holidays / Hotels / Leisure
- SME / Pocket Call Centre Activity
- Outsourcing in the UK & Offshore / Telemarketing

...discover all the very best solutions to all your customer contact needs

Case Studies

Take advantage of case study material from the following organisations....

- Sainsbury's
- British Gas
- Vodafone
- Holiday Extras
- Finansbank
- The Pension Credit Line
- Central Networks
- Patientline
- Yorkshire Building Society
- ESB
- Littlewoods Bet Direct
- Capital One
- Hertz
- DaimlerChrysler Retail
- BT Retail
- egg
- AOL
- Knowsley Metropolitan Borough Council

...plus many more

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HELPING YOU TO PUT THE CUSTOMER FIRST

Supported by
C C A
The professional body for contact centres

Last year's conference was a sell out so book your sessions **NOW:**
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Organised by
CMP
United Business Media

Welcome to the Call Centre Conference 2004

Europe's premier conference for call centre & customer contact solutions

…in-house…outsourced…offshore…at-home…

Are you responsible for running or setting up your call or contact centre? How can you ensure that you are implementing the very best proven methods?

The Call Centre Conference is now established as Europe's premier forum for sharing knowledge and ideas on call and contact centres with people who really know the business.

Can you afford to miss it?

The Call Centre Expo Conference is your only opportunity this year to hear from key experts presenting thought leadership for this industry, helping you to put customer contact at the heart of your organisation. Learn from respected authors, research bodies and leading industry consultants and benefit from real-life case studies, delivered by end-users from a wide range of sectors, sharing the best tried & tested solutions. Plus, gain advice on tackling contemporary practical issues with industry peers in our intensive interactive workshops.

The conference is divided into three main tracks: PEOPLE, STRATEGY, and TECHNOLOGY and each track is divided into 4 hour-long sessions per day or you can attend one of our half-day masterclasses for in-depth solutions. Plus, as part of your delegate package, you will also be entitled to attend our free keynote presentations from globally renowned speakers from 12:30 – 13:30 on both days of the event.
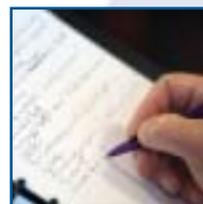
For more details on any of these options, please refer to the following pages and build a conference to suit your needs. To book your sessions please complete and return the form at the back of this brochure or alternatively book online at **www.callcentre-expo.com** and follow the delegate menu.

We look forward to welcoming you to what promises to be the most important call and contact centre conference in 2004.

Kate Watts

Kate Watts
Conference Manager

P.S. Don't forget your delegate pass also provides free access to the exhibition in Hall 9 – explore the solutions available to you from over 250 of the major suppliers in the industry.

MASTERCLASS SESSIONS

Thanks to our Contributors

The organisers would like to thank the following people for their valuable contribution to the Conference Programme. Their efforts and expertise have ensured that the Conference Programme retains its impartiality and cutting edge content.

Kenneth Hitchen
Director, Sabio

Alex Coxon
Editor, CCF

Evan Kirchheimer
Lead Analyst and Manager, Datamonitor

Judy Smyth
Director, CCA

Paul Cooper
Business Development Director, ICS

Stephen Jacobs
Independent Consultant

Conference Sponsors

CM Insight is the customer management consultancy that's focused on the contact centre. Services cover every area of customer contact strategy and call centre operations including contact centre planning, implementation and migration and performance management. CM Insight has carried out customer management programmes for UK and international clients in every business sector. **www.cm-insight.com**

Witness Systems is the leader for performance optimisation software. Its closed-loop eQuality approach, offers the market's first solution to cover voice and data recording, quality monitoring, analysis and e-learning. Witness Systems helps companies to record, evaluate, analyse and learn from customer contacts, develop staff through e-learning to generate more revenue, reduce costs, and achieve greater customer retention and loyalty. **www.witnesssystems.com**

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Don't forget to visit the FREE Keynote Debate at 12.30pm in the Gallery Restaurant.
Take your seats promptly to gain priority position.

MASTERCLASS SESSIONS

Attend the half-day masterclass sessions & take advantage of in-depth learning with market experts on key topics for this industry. Each session will last 3 hours & will provide an interactive environment for delegates to benefit from group discussion, break out sessions & teamwork.

WEDNESDAY 29 SEPTEMBER AM

09:30 - 12:30   CRM   M01

The CRM transformation journey

CRM is a journey, not a destination. Using specific case study examples from Sprint, Nextel, TPSA, ABN Amro & Lufthansa this workshop will take you on the transformation journey of CRM processes & infrastructure, placing specific emphasis on using every customer interaction as an opportunity to increase revenue. This journey will include:

- Re-modelling your call centre; emphasising sales productivity; contact centre & channel integration; field service effectiveness; & marketing & customer analytics in order to increase customer loyalty & transform your organisation

- Learn from real-life large implementation case studies which clearly demonstrate ROI benefits; including how Sprint transformed its call centre processes giving them the capability to respond faster to customer demands & market changes

- Develop your business into a streamlined, customer-focused organisation enabling you to compete effectively in an expanding market

- Implement improved processes & self-service capabilities effectively, whilst increasing responsiveness to customers

- Hear how Nextel implemented a contact centre operational model to reduce CRM costs & cycle times & gain rapid return on investment

- Understand the importance of shifting your focus from your products & channels to your customer, by streamlining & integrating sales, marketing & customer service

Sandy Aitken, EMEA BCS Telecommunications Solutions Leader & Peter Cantor, EMEA CRM Lead, IBM Business Consulting Services

12.30-13.30 Free Daily Keynote Session
How sensational customer experiences create competitive advantage
Chris Daffy, Founder of the Academy of Service Excellence, Author of bestseller "Once a Customer Always a Customer"

WEDNESDAY 29 SEPTEMBER PM

14:00 - 17:00   People   M02

21st Century communication & performance management techniques

Based on cutting edge techniques from the field of NLP, Corporate Emotional Intelligence, Executive Coaching & Accelerated Learning, this presentation will give practical advice on how to incorporate & use these techniques to enhance staff & management performance.

Delegates will leave with a clear understanding of how these techniques can improve performance, enhance communication & motivation, improve customer satisfaction levels & make a positive impact on the bottom line.

- Profit from quick, simple & effective techniques to enhance & improve communication skills using NLP

- Benefit from a clear understanding of when & how to use executive coaching with an explanation of how a good coaching structure can reduce staff stress & absenteeism, & increase effectiveness & productivity

- Hear effective ways for managers to create personal motivation & communication plans for their staff by understanding individual meta programmes, learning styles & motivational drivers

- Explore creativity enhancement techniques to enable better management of "data overload"

- See how you can equip your front line staff with natural, non-confrontational sales & negotiation techniques

Marilyn Devonish, Director, Trance Formations Ltd

THURSDAY 30 SEPTEMBER AM

09:30 - 12:30   Offshore Outsourcing   M03

Offshore: Develop your strategy, agree your contract & secure the customer experience

Take advantage of the following presentations & workshop exercises to ensure your offshore strategy is delivered with the utmost success. Using real-life case studies & the results from focus groups you will be able to develop an offshore strategy that secures customer satisfaction & safeguards your reputation. Chaired & managed by Mike Havard from CM Insight, this masterclass will deliver world-class expertise on offshore deployment & customer strategy. It will also provide an insight into some of the key legal risks of offshore outsourcing together with practical legal guidance to address them & secure your contract, from Jagvinder Kang of specialist law firm, Technology Law Alliance.

- Industry overview: What is involved in offshore? Where are we now, where are we going & what are the pros and cons?*

- Develop an offshore strategy: Hear how you can develop an offshore strategy for your own organisation - the points to consider, what to avoid & where to start*

- Contracting for success: Practical legal guidelines on offshore outsourcing contracts - shorten negotiation times, mitigate against hidden costs, minimise risk & guard against criminal liability**

- Securing the customer experience: Achieve cost savings while delivering customer interactions that are distinctive, differentiated & brand aligned*

- Q & A: Take advantage of this opportunity to discuss the different approaches to offshore with your peers & industry experts

Mike Havard, Managing Director, CM Insight & Jagvinder Kang, Director & Solicitor, Technology Law Alliance***

12.30-13.30 Free Daily Keynote Session
Contact centre - value today or death tomorrow
Merlin Stone, IBM Professor of Relationship Marketing, Bristol Business School, Business Research Leader, IBM

THURSDAY 30 SEPTEMBER PM

14:00 - 17:00   Start Ups & Development   M04

Reducing & eliminating the key risks during contact centre development

Benefit from an explanation of the fundamental causes for, & ways of overcoming, some of the most common contact centre development & start up challenges. Whether your call centre is a single site, multi-site or virtual, small or large, public or private sector, this interactive workshop will help you to implement strategies that will ensure success & understand the potential pitfalls associated with developing your call or contact centre operation.

- Establish realistic objectives for the development of the contact centre to underpin the success of your project

- Understand the principles of forward planning & right sizing - what is involved in managing this process - cover all the angles ahead of time

- Take away practical tips on key priorities during planning, implementation & development, for immediate use in any call centre operation regardless of industry

- Pinpoint key support mechanisms that will help you to attract & retain the biggest asset - staff. How hiring the right employees can result in greater customer satisfaction

- Benefit from an overview of available technologies & strategies at your fingertips - what works & what doesn't

Becky Simpson, Managing Consultant, Improvement Solutions & Certified Associate of the Incoming Calls Management Institute

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holidayextras
make it easy going

The Pension Service
Part of the Department for Work and Pensions

British Gas

Knowsley Council

DAY ONE - WEDNESDAY 29 SEPTEMBER, AM

People

09:30-10:30 Development — P01

end user

Achieving the impossible - how to keep everyone happy!

- Learn how **Holiday Extras** increased cost efficiency while achieving all KPI results

- Understand the benefits of reinvesting a portion of savings made into staff development

- Discover how to increase morale & positively affect culture through training, qualifications & coaching

- Benefit from real life examples of how to manage the need to recruit through improved retention

- Introduce an effective & cost efficient grading structure that rewards all consistent achievements

Howard Dove, Head of Operations & Peter Mooney, Call Centre Operations Manager, Holiday Extras Ltd

11:00-12:00 Learning — P02

case study

"Insourcing" - the third way

- Hear how the **Prudential** insourced their learning & development to deliver huge business advantage over their competitors

- Develop a partnership with training organisations so that they become your internal training team

- Benefit from a thorough introduction to the radical concept of insourcing - what is involved & how does it work

- Take advantage of detailed case study material to see how insourcing can deliver considerable ROI

- Understand how the Pru achieved their "dream team" & measure your own suitability for insourcing

Liz Rochester, Partner, Blue Sky Consulting & Tom Lyttle, Resource & Planning Manager, Prudential

Strategy

Sponsored by **cm insight**

09:30-10:30 Outsourcing — S01

case study

Uncovering a successful public/private partnership

- Hear how the **Pension Credit** scheme successfully overhauled the way that the public sector engaged with the private sector

- Understand how to implement & manage multi-site "virtual" contact centre operations & identify with the challenges & lessons learnt

- Develop a combined management structure & see how skill transferral can be used to implement a customer-focused operation

- Pinpoint the practicalities of managing an inbound operation & profit from some surprising outcomes

- Receive unpublished material on how the partnership delivered a complex, multi-site virtual contact centre operation

Tim Sunley, Director of Pension Credit Application Line, The Pension Service & Vicky Jenkins, Operations Director, Ventura

11:00-12:00 Industry Overview — S02

research

The state of the industry - human, technological & commercial realities of the UK contact centre industry today

- Access customer, contact centre & vendor views on key issues facing the call centre market, from offshoring to new technology

- How are customers reacting to offshoring & study how the Indian contact centre compares to the UK's

- Understand which technologies are being actively taken up & how they will impact the future of the contact centre

- How does your contact centre compare to others within the same sector, or a similar size, or same region - what are the best & worst actually achieving?

- Discover what is really happening to the UK contact centre industry - is it growing or shrinking & what does the future hold?

Steve Morrell, Managing Director, ContactBabel

Technology

Sponsored by **WITNESS SYSTEMS**

09:30-10:30 Self-Service — T01

case study

The key challenges of eChannel self-service excellence

- Hear how **British Gas** overcame key technology challenges in order to provide a successful online self-service & eBilling channel

- Understand the major issues of integration with key back-office systems that underpin online self-service & online billing

- Take away practical advice on how to overcome security & data protection challenges surrounding online self-service

- Discuss the importance of forecasting & the contingencies that need to be in place in order to meet growing demand

- Benefit from the key metrics & benchmarks used to manage & improve self-service capability

Iain Patterson, Head of Marketing & Communications, British Gas

11:00-12:00 Multi-Channel & CTI — T02

case study

Contact centres in the public sector - creating a single integrated view of the citizen

- Hear how **Knowsley Borough Council** plan to integrate all customer touch points (from call kiosks to one stop shops)

- Understand the issues involved in providing customer-facing personnel & management with a single view of the citizen

- Improve response management to service demand & deploy customer contact staff resources more effectively

- Identify how to create an easy transition path to multi-channel contact handling via the phone, email, web & SMS

- Benefit from ideas on how to achieve closer integration between the contact centre & other parts of the organisation

Mr Andy Hanrahan, Account Manager, Aspect Communications & Jon Yates, Contact Centre Project Manager, Knowsley Metropolitan Borough Council

Don't forget to visit the FREE Keynote Debate at 12.30pm in the Gallery Restaurant.
Take your seats promptly to gain priority position.

People

14:30-15:30 Culture — P03

end user

Driving contact centre performance through positive cultural change. Power to the people at ESB!

- See how Ireland's **Electricity Supply Board** pursued a 2-year cultural change programme to become a leading service provider

- Realise the importance of aspirational cultures if employees are to achieve continuous improvement

- Benefit from practical success factors & lessons learned to improve customer satisfaction & business performance

- Take advantage of practical tips to help overcome negative obstacles when implementing cultural change

- Understand why any change programme must consider cultural change if it is to succeed

Denis Cambridge, Manager, National Customer Contact Centre, Electricity Supply Board (ESB)

16:00-17:00 Employee & the Brand — P04

case study

The power of the internal brand

- Understand how **Sainsbury's To You** achieved improved staff perception of their brand resulting in increasing staff retention

- Take advantage of a practical toolkit enabling you to roll out a powerful communications strategy across your own organisation

- Hear simple techniques for branding & communication, increasing customer feedback from the call centre internally

- Pinpoint why branding can be used as a practical application of your company's mission & values

- Benefit from hints & tips to maximise the impact of your change initiatives on staff & colleagues

Karen Gusterson, Group Operations Director, MM Group & Andy Benzie, Account Manager, Sainsbury's

Strategy
Sponsored by cm insight

14:30-15:30 Performance Management — S03

case study

The performance management explosion & its impact on the world's largest internet business

- Hear how **AOL** has lowered costs & improved service through the performance of their employees

- Deliver feedback to agents in real-time by using employee performance management strategies

- Increase employee productivity & reduce team leader to agent ratios by implementing employee performance management

- Harness online performance information to replace a multitude of monthly reports & the administrative headache

- Rejuvenate the employee appraisal & development process to deliver dramatic productivity benefits & employee satisfaction

Tony Hanway, VP of Member Services, AOL & Rosemary Turley, Vice President, Marketing, Performix Technologies

16:00-17:00 Customer Service — S04

case study

Using customer expectations to drive customer service performance improvement

- Learn how **Central Networks** demonstrated drastic performance improvement through understanding customer expectations

- Develop a clear understanding of why traditional customer research only provides information on past performance

- Benefit from a practical guide linking customer expectations to the design & prioritisation of performance improvement initiatives

- Take away insight from real life case study material on how this kind of project should be run

- Understand how this project can be applied to all industries & vertical sectors, regardless of customer type

Nicola Eaton Sawford, Utilities Practice Leader, Blue Sky Consulting & Jane Rawlings, Network Operations, Central Networks (formerly Midlands Electric)

Technology
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14:30-15:30 Speech — T03

case study

Betting - strategic deployment of speech recognition & the user interface

- Discover why **Littlewoods Bet Direct** chose to implement speech recognition in their business, the challenges & commercial return

- Gain an understanding of the strategic reasons for deploying speech recognition in a highly competitive industry

- Benefit from an overview of the challenges faced & see how these can be overcome

- Consider the factors for designing a persona & user interface

- Hear callers feedback on how the system performed & the customer service levels provided

Ro Iyengar, Managing Director UK, VeCommerce UK Ltd & Phil Morgan, Operations Director, Littlewoods Bet Direct

16:00-17:00 Workforce Optimisation — T04

research

Workforce optimisation technologies: The essential differentiator

- Benefit from detailed overviews from Datamonitor on the main workforce optimisation technologies

- Hear about the interactions between workforce optimisation technologies & the call centre environment

- Employ these technologies so that you can maximise their true potential for your organisation

- Discover how you can adopt a path from efficiency to effectiveness in call centre operations

- Implement effective cost management in your call centre - manage your people for greater business benefit

Tom Pringle, Technology Analyst, Datamonitor Plc

DAY TWO - THURSDAY 30 SEPTEMBER, AM

People

09:30-10:30 Training   P05

case study

Tailored learning for customer service excellence

- Identify how **British Gas, Dudley Borough Council** & **T-Mobile** achieved customer service excellence through tailored learning

- Benefit from active learning tools & techniques to deliver winning strategies across a variety of vertical markets

- Discuss the challenges & issues associated with blended learning & explore the technologies that can deliver these schemes

- Understand possible training outcomes & the needs of contact centre employees, from call advisors to leadership

- Calculate the ROI of technology & training in order to measure & quantify your training proposition & build a strong business case

Janet Gordon, Head of Change, EA Ltd & Paul Manyweathers, Managing Director, ASC Telecom

11:00-12:00 Customer Experience   P06

case study

Improving the customer experience

- See how **Vodafone** introduced a review system to effectively improve the customer experience

- Measure the level of empathy between your staff & customers - & differentiate your service levels by employing emotion

- Structure an effective review process & learn how this can be rolled out across your organisation successfully

- Understand how to allocate & develop your human capital resource to maximum effect & how this can be the foundation for cultural change

- Develop your brand value to move from acceptable to outstanding customer service through your staff

Jamie Lywood, Group Managing Director, Harding & Yorke Group Plc & Nicky Butler, Senior MIS Manager, Vodafone

Strategy
Sponsored by cm insight

09:30-10:30 CRM / e-CRM   S05

case study

From CRM strategy to CRM call centre - what it really takes to make it work

- See how **DaimlerChrysler Retail** established a CRM centre to support proactive customer contact & develop long term customer relations

- Pinpoint the part your contact centre should play in a CRM strategy & turn that strategy into a blueprint to create a call centre operation

- Develop your plan to a live operation - create it on time, to budget & to the necessary quality

- Once your call centre is established, identify how it should grow & adapt as the business around it changes

- Understand how to deal with internal resistance to change from strategy inception to development

Barry Crooks, CRM Manager, DaimlerChrysler Retail & Stephen Peattie, Managing Partner, Kinetic

11:00-12:00 Change Management   S06

authors

Making sense of change management: A complete guide to models, tools & techniques of organisational change

- Hear from Mike Green & Esther Cameron on how to manage change effectively

- Take advantage of practical frameworks, models & strategies enabling you to approach each unique change situation effectively

- Understand why & how change happens & what needs to be done to make change a welcome rather than a dreaded concept

- Pinpoint best practice techniques to implement change on an individual, team, organisational & cultural level

- Explore the possibilities of structural change, from mergers & acquisitions through to IT-based process change

Mike Green & Esther Cameron, Authors of "Making sense of change management: A complete guide to models, tools & techniques of organisational change"

Technology
Sponsored by WITNESS SYSTEMS

09:30-10:30 IP & VoIP   T05

case study

Enhancing customer experience through IPT & the contact centre

- Hear why the **Yorkshire Building Society** invested in an IP/convergence strategy in their branch network

- Identify how to use a multi-site convergence strategy to enhance customer service & grow your business

- Implement a new strategy & use your existing infrastructure more efficiently

- Realise the impact of the IP network on both internal & external customers

- Take away practical points to consider when adopting a convergence strategy & the decision-making process required

Andy Roberts, Director, Sabio & Rob Matthews, Operations / IT Manager, Yorkshire Building Society

11:00-12:00 Convergence   T06

case study

Improved customer service through technology convergence

- See how **Patientline** used technology convergence to improve customer service & achieve this for yourself

- Benefit from real life examples showing how emailing voice recordings to customers can prevent customer disputes from escalating

- Decrease wasted time & increase service levels by using call retrieval & reach improved performance levels

- Hear an overview on recent developments in customer focused technology & learn the dos & don'ts in implementation

- Take away a practical plan to significantly increase your customer's loyalty through the convergence of email & call recording

Cameron Ross, Sales Director, Veritape & Brett Edwards, Senior Operations Manager, Patientline

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People

14:30-15:30 Coaching P07

case study

Coaching to win

- Understand how **Hertz European Service Centre** focused on training to support their business objectives through coaching & assessment of staff

- Improve performance by overcoming change barriers & move from a reactive to proactive approach

- Take advantage of practical examples showing how it is possible to introduce a coaching culture in your own organisation

- Hear about effective motivation strategies that will improve job satisfaction

- See how you can measure & monitor your coaching strategy ahead of time to deliver ROI

Cilla MacKay, Managing Director, Connections (Oxford) Ltd & Sean White, Training Development Manager, Hertz

16:00-17:00 Recruitment & Retention P08

case study

How to reduce contact centre attrition by 50% & have plans in place to do even better

- Benefit from practical case study material showing how **egg** revised their recruitment practices to become an employer of choice

- Identify when & how to use ability tests, job analysis & competency design to recruit the right people

- Educate line managers in the recruitment process - getting their buy-in will ensure getting the right staff

- Understand the importance of creating a favourable candidate experience - even if the decision is not to hire

- See how working in the local community can go a long way to helping secure the right employees

Lisa Wallace, Head of Resourcing, egg Plc & Gary Smith, Head of European Business Development, SHL

Strategy
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14:30-15:30 Cost to Profit S07

end user

The strategy of constructing a multi-media contact centre with happy staff & satisfied customers

- Hear how **Finansbank**, an award winning contact centre, produced a shared vision & strategy to achieve greater ROI

- Understand the importance of simplifying processes & training people in order to maximise your use of technology

- Achieve your targets! Communicate the right information, to the right staff, for the right reasons, at the right time

- Improve your productivity levels, decrease costs, increase cross-sells & up-sells & turn your call centre into a profit centre

- Choose the right technology with the right capacity for greatest business benefits

Ozge M Tekalp, Manager & Mehmet Akgun, Manager, Finansbank (Award winning Turkish call centre)

16:00-17:00 Workforce Management S08

end user

Are we, the management, driving customers away?

- Hear how **Capital One** achieved a 30% saving in productivity & improved staff satisfaction by revolutionising work load & demand in operations

- Align your thinking with the needs of your customer & reassess how you measure customer service

- Identify the areas of your workload that do not help your customer or business & use this data to increase operational productivity

- Understand the potential damage caused by managers with good meaning process improvement & overcome these issues

- Take advantage of practical steps to listen to your customer & manage your workload accordingly

Scott Woolveridge, Head of Process & Performance Management & Bruce MacLellan, Director of Operations, Capital One

Technology
Sponsored by **WITNESS SYSTEMS**

14:30-15:30 Cutting Edge Technologies T07

forecast

Why technology sucks (& what shall we do about it)

- Review the development history of call centre technology & understand why technology should help people talk to people

- Pinpoint the true cost of acquiring & owning technology, explore what ROI really means & avoid favourite tricks used by vendors

- Discover future technology milestones for major technology components, what they will be & when they will take place

- Identify the key emerging consumer technology developments e.g. broadband voice, instant messaging, wireless developments & so on

- Avoid technology ownership difficulties & maintain your competitive advantage

Rufus Grig, CTO, Callmedia

16:00-17:00 Customer Service T08

case study

Avoiding application overload: Freeing call centre agents from IT

- Learn how **BT** approached call centre technology, reducing agent task time by up to 90%

- Using research results, understand how reducing the number of IT applications per average call could save the call centre industry £550m annually

- Achieve wider benefits to your call centre & customers by focusing on the needs of end-users

- Gain a knowledge of "User Process Management" & understand how it can help to increase productivity & customer satisfaction

- Learn how a UPM approach can also reduce staff training needs & increase job satisfaction for agents

David Davies, VP Products, Corizon & Jim Preston, Head of Technologies, BT Retail

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Mr/Mrs/Ms/Dr: _____ First Name: _____

Surname: _____

Job Title: _____

Company Name: _____

Address: _____

Town: _____ County: _____

Postcode: _____ Country: _____

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1. Your main areas of interest/investment:
(tick as many as appropriate)
- 18 ☐ Associations
- 01 ☐ Automated Call Distributor
- 03 ☐ Computer Telephony Integration
- 02 ☐ Consultancy
- 24 ☐ Customer Analysis & Profiling
- 19 ☐ Customer Relationship Management
- 22 ☐ Databases
- 04 ☐ Design & Furniture
- 05 ☐ Diallers
- 21 ☐ E-commerce / Web-enablement
- 06 ☐ Hardware
- 07 ☐ Headsets
- 08 ☐ Helpdesks
- 09 ☐ Multimedia
- 11 ☐ Outsourcing (CC Services, Telemarketing, Business Continuity)
- 25 ☐ Quality Monitoring / Analysis
- 12 ☐ Recruitment
- 23 ☐ Sales Force Automation
- 13 ☐ Siting / Location
- 14 ☐ Software (Call Centre, Sales & Marketing, CRM)
- 10 ☐ Training & Development
- 16 ☐ Voice Messaging
- 15 ☐ Voice / Data Processing
- 17 ☐ Voice / Data Recording
- 20 ☐ Workforce Management / Optimisation
- 99 ☐ Other, please specify

2. Which best describes your position?
(tick one box only)
- 01 ☐ Owner / Proprietor
- 02 ☐ Board Director
- 03 ☐ Non-Board Director
- 04 ☐ Manager with staff
- 05 ☐ Manager without staff
- 06 ☐ Consultant
- 07 ☐ Executive
- 99 ☐ Other, please specify

3. What is your job function / department?
(tick one box only)
- 04 ☐ Call Centres / Contact Centres
- 10 ☐ Corporate / Line of Business Management
- 13 ☐ Customer Relationship Management
- 11 ☐ Customer Service
- 12 ☐ Facilities / Office Management
- 06 ☐ Helpdesk
- 15 ☐ HR / Training / Recruitment
- 02 ☐ IT / MIS
- 14 ☐ Marketing
- 01 ☐ Networks / LAN
- 07 ☐ Sales / New Business
- 08 ☐ Software Development
- 09 ☐ Strategy / Planning
- 05 ☐ Technical Support
- 03 ☐ Telecommunications
- 99 ☐ Other, please specify

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4. Your company's main activity:
(tick one box only)
- 09 ☐ Central / Local Government / NHS / Health Trust
- 03 ☐ Computer Hardware / Software / Manufacturer / Author
- 13 ☐ Construction / Engineering
- 07 ☐ Defence / Military
- 19 ☐ Dotcom
- 10 ☐ Education
- 11 ☐ Emergency Services
- 12 ☐ Finance / Banking / Insurance
- 17 ☐ Holidays / Hotels / Leisure
- 01 ☐ IT / Communications Dealer / Distributor
- 02 ☐ IT / Communications VAR / Integrator
- 05 ☐ IT / Management Consultancy
- 08 ☐ Manufacturing
- 06 ☐ Marketing / Media Services
- 14 ☐ Oil / Chemical
- 15 ☐ Retail / Mail Order
- 21 ☐ Telemarketing / Outsourced call centre services
- 04 ☐ Telecommunications
- 20 ☐ Training / Recruitment
- 16 ☐ Transport / Distribution / Freight
- 18 ☐ Utilities (Gas / Water / Electricity / Energy)
- 99 ☐ Other, please specify

5. No of employees:
(tick one box only)
- 01 ☐ 1 - 49
- 02 ☐ 50 - 249
- 03 ☐ 250 - 499
- 04 ☐ 500 - 999
- 05 ☐ 1000 - 4999
- 06 ☐ 5000+

6. At what stage of the buying cycle are you? *(tick as many as appropriate)*
- 01 ☐ Learning about Call Centres
- 02 ☐ Investigating suppliers
- 03 ☐ Producing specifications
- 04 ☐ Buying
- 05 ☐ Implementing
- 06 ☐ Upgrading

7. How many Call Centres in your organisation? *(tick one box only)*
- 01 ☐ None
- 02 ☐ 1
- 03 ☐ 2
- 04 ☐ 3 or more

8. How many Call Centre agents in your organisation? *(tick one box only)*
- 06 ☐ None
- 01 ☐ Under 20
- 02 ☐ 20 - 49
- 03 ☐ 50 - 99
- 04 ☐ 100 - 199
- 05 ☐ 200+

9. What is your annual Call Centre budget?
(tick one box only)
- 01 ☐ Up to £100,000
- 02 ☐ £100,001 - £300,000
- 03 ☐ £300,001 - £500,000
- 04 ☐ £500,001 - £1m
- 05 ☐ £1m+

10. Yes I would like a regular FREE subscription to CCF *(Call Centre Focus) (Sign below to subscribe)*

Signature: ....

Date: /   / 2004

The publisher reserves the right to limit the number of free subscriptions.

Sessions to be attended (Tick those that are appropriate)

	29th September				30th September			
	09:30	11:00	14:30	16:00	09:30	11:00	14:30	16:00
People	P01 ☐	P02 ☐	P03 ☐	P04 ☐	P05 ☐	P06 ☐	P07 ☐	P08 ☐
Strategy	S01 ☐	S02 ☐	S03 ☐	S04 ☐	S05 ☐	S06 ☐	S07 ☐	S08 ☐
Technology	T01 ☐	T02 ☐	T03 ☐	T04 ☐	T05 ☐	T06 ☐	T07 ☐	T08 ☐
	09:30		14:00		09:30		14:00	
Masterclass	M01 ☐		M02 ☐		M03 ☐		M04 ☐	

How much does it cost? (Please tick your choice)
Conference sessions

☐ Single session	£129+VAT (17.5%)	=	£151.58	
☐ 2 sessions	£248+VAT (17.5%)	=	£291.40	save £10
☐ 3 sessions	£372+VAT (17.5%)	=	£437.13	save £15
☐ 4 sessions	£486+VAT (17.5%)	=	£571.05	save £30
☐ 5 sessions	£600+VAT (17.5%)	=	£705.00	save £45
☐ 6 sessions	£714+VAT (17.5%)	=	£838.95	save £60
☐ 7 sessions	£823+VAT (17.5%)	=	£967.03	save £80
☐ 8 sessions	£912+VAT (17.5%)	=	£1071.60	save £120

Masterclass sessions

☐ Single session	£257+VAT (17.5%)	=	£301.98	
☐ 2 sessions	£484+VAT (17.5%)	=	£568.87	save £30
☐ 3 sessions	£721+VAT (17.5%)	=	£847.18	save £50
☐ 4 sessions	£958+VAT (17.5%)	=	£1125.65	save £70

☐ **Please tick here if you attended last year's event as you are entitled to a 10% discount (subject to validation). Please deduct this from your payment.**

Method of Payment (conference delegates only)

Please indicate which payment option is applicable. **Payment must be made prior to the conference commencing.** A VAT receipt and invoice will be forwarded once your booking has been processed.

☐ Fee enclosed, inclusive of VAT (Cheques must be made payable to CMP Information UK Ltd)

☐ By bank transfer to: Lloyds TSB Bank Plc, Bailey Drive, Gillingham Business Park, Gillingham, Kent, ME8 0LS.   Account: 01550565 Sort code: 30-00-02

☐ Please charge my credit/debit card:

☐ Visa/MasterCard   ☐ American Express   ☐ Other _____

Card No ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry Date _____

Card Holder Name (Please print) _____

Card Holder Signature _____

Billing Address (if different from above) _____

I/We authorise CMP Information UK Ltd or their agents CTS to charge the sum as mentioned on this document to my/our credit/debit card herein

Signature: _____   Date: _____

☐ Please invoice my organisation. **This option is only available until 03/09/04 to allow time for processing.** Bookings received after this date cannot be processed without payment. All invoices must be paid prior to the event.

I/we confirm that I/we:

a) have read and accepted the cancellation charges as explained in the "What happens if you can't attend the conference?" section below

b) are authorised to sign this document on behalf of the above company

Name (Please use block capitals): _____

Signature: _____   Date: _____

How do you know that your booking has been received?

When we receive your booking and payment we will send you a confirmation letter together with a VAT receipt/invoice.

What happens if you can't attend the conference?

If you book a place and your plans change you have several options:
a) you can substitute another attendee to take your place
b) you can alter your booking to attend a more convenient session
c) you can cancel your booking with a full refund, less 15% administration costs, providing we have received written notification of your request on or before 03/09/04
d) Cancellations received after 07/09/04 will be liable for the full amount

CMP Information reserve the right to cancel, defer or modify the conference programme at any time without prior notice. Within this registration form the term "delegate" means any person, firm or company, who has made an application for and has been granted a delegate place at the conference. The term "conference" means the event detailed on this registration form. The term "organiser" means the organiser identified on this registration form or its assignees. Correct at time of going to print 25/5/04.

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