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TMC

Call Center 2.0 ™

MIAMI BEACH CONVENTION CENTER - MIAMI, FL

JANUARY 23-25, 2008

The Leading Technology Event for call center & crm Decision Makers!

Come Find Solutions To Make Your Call Center More Efficient and Profitable

- VoIP / IP Call Centers
- Deploying Global IP Solutions
- IP-Based Home Agent Solutions
- Speech Technologies
- Call Recording Technologies

- CRM
- Customer Care Solutions
- Teleservices Outsourcing
- Advanced Workforce Optimization

To Exhibit or Sponsor contact Dave Rodriguez: 203-852-6800 x146 / drodriguez@tmcnet.com

The Most Call Center Leaders Seeking Technological Solutions

Rich Tehrani
TMC President &
Conference Chair

When you think about all of the technological advances to hit the communications industry over the past decade it's rather daunting, even for the most knowledgeable in the industry. Imagine how imposing it is for your prospects, those who are using these tools to improve their businesses, but are often overwhelmed by the many options.

Certainly one of the most practical uses for many of these communication advances is in call centers, which can implement new technologies to improve productivity, enhance flexibility, and ultimately increase profitability.

Most call center conferences, however, have nothing more than a mere mention of technology, instead focusing on managerial and human resource topics that do not attract senior management attendees - those attendees with the most buying power.

That is why large numbers of contact center leaders will be coming to the only conference focusing on contact center technology — Call Center 2.0, which is being held January 23-25, 2008 at the Miami Beach Convention Center. Call Center 2.0 is quickly becoming the premier event where influential call center executives and senior technical managers find call center technologies to buy.

Because we know you need to reach an audience of people who actually make large-scale technology purchases for their call centers — and I mean the top leaders like CEOs, Presidents, CTOs, VPs, etc. with the ultimate buying authority for their call centers — we have built an experience for them at Call Center 2.0 that justifies their valuable time and investment.

No other event focuses on technological aspects of call centers like Call Center 2.0, and no other event will bring the leaders of these companies together in one place.

Regards,

Rich Tehrani

Rich Tehrani
TMC President & Conference Chairman

The Leading Technology Event for Call Center Decision Makers

Call Center 2.0 is the premier technology event for call center leaders to:

✓ Learn how IP communications solutions can improve efficiency, reduce costs, and increase the level of service provided to their customers.

✓ Use IP communications to equip home agents with ubiquitous network access

✓ Develop a plan to maintain business operations when disaster strikes.

✓ Learn strategies to seamlessly integrate home agents and remote workers into their operation

✓ Gather research to choose between a premise-based system or hosted solution

✓ Learn how to improve customer experiences using an 'on-demand' services model

✓ Improve the success of overseas operations using IP technology

✓ See how advanced workforce optimization solutions can improve productivity

✓ Plan their migration strategy to IP, ensuring complete business continuity with zero downtime.

✓ Design the perfect distributed contact center

Where other call center events focus more on management and leadership issues **Call Center 2.0** focuses strictly on technological innovations that will bring about improved efficiency and effectiveness of these call centers.

As a result, **Call Center 2.0** attracts the highest level call center decision makers - those who are ultimately responsible for their call center's bottom line and are looking for ways to improve the overall performance, increase productivity, and reduce operating costs. That is why the audience at **Call Center 2.0** is senior-level management - executives, with titles such as CEO, President, CTO, CIO, and Vice President. They come to learn about the latest technological advances in the in-depth educational sessions, and then to see these technologies in person on the exhibit floor as they meet with vendors who are able to provide the solutions they are seeking.

Below is a list of topics covered at Call Center 2.0

- Open Source & IP Telephony
- The Secret to Sustainable Performance Achievement
- To Host or Not to Host?
- Improving the Customer Experience Through On-Demand
- Work@Home™ Agent Programs for Flexibility, Freedom, and Growth.Financial Benefits of Distributed Work
- Why Distributed Work Now?
- Work@Home™ System Tools
- Calling for More Than Quality Assurance
- Creating A Better Customer Experience With A Customer Interaction Network
- Call Center Architectures with Custom Workflows

Who Attends Call Center 2.0?

Over 1,000 attendees are expected to come to the Miami Beach Convention Center for **Call Center 2.0**. The majority of these attendees are top level executives, coming to the show to learn more about the latest technological innovations and to make final purchasing decisions on the technical products they need. They come from a variety of industries including services such as financial and travel, telecommunication providers, government agencies, manufacturers, and more. But the one thing they all have in common is the desire to find more information about technology to improve their contact center performance.
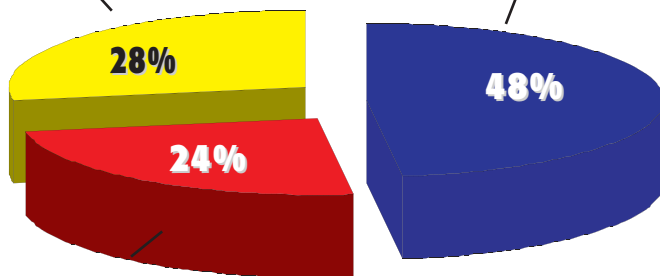
HIGH LEVEL EXECUTIVES

Call Center 2.0 attracts more top level executives with buying authority than any other event

Call Center Management - 28%
Contact Center, CRM, Telemarketing, Help Desk

Executives - 48%
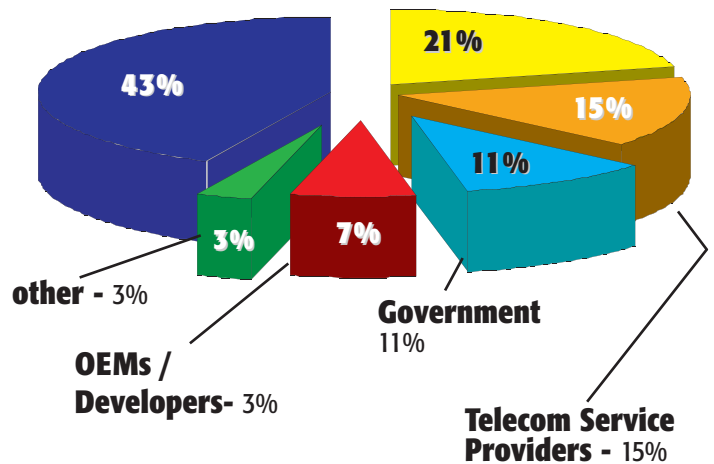CEO, CTO, CFO, CIO, President, VP, Owner, Partner

Technical Management - 28%
IT, MIS, DP Management, Telecom / Datacom Management

28%
24%
48%

CROSS SECTION OF INDUSTRIES

Call Center.20 attracts representatives of call centers from a variety of industry sectors.

Enterprise / Verticals - 43%

Teleservices Agencies - 21%

43%
21%
15%
11%
3%
7%

other - 3%

OEMs / Developers- 3%

Government 11%

Telecom Service Providers - 15%

Support of the Industry's Longest Running and Most Trusted Publication

CUSTOMER INTER@CTION Solutions

Customer Interaction Solutions, referred to as "the bible of the industry" by the Wall Street Journal, is the longest running and most read publication in the call center industry. The award winning editorial team will be assembling the educational content for Call Center 2.0, and hand picking the speakers from hundreds of applicants. This will ensure the highest caliber educational content, which in turn guarantees the absolute best attendees.

TMC's Vast Network Helps You Reach Millions of Potential Customers

In addition to Customer Interaction Solutions, TMC also publishes INTERNET TELEPHONY magazine, the #1 publication for IP Communications. Due to the technical nature of Call Center 2.0 there are many who will read both publications. In addition, TMCnet is the #1 destination for both the Call Center and IP Communications industry, with over 1 million unique visitors per month. This vast reach enables us to contact millions of potential customers and attendees before, during, and after the event, ensuring not only the highest quality, but quantity.

Collocated Event Draws Even More Potential Customers

Along with the nearly 1,000 top level call center leaders expected, exhibitors have full access to all 7,000+ attendees of the collocated INTERNET TELEPHONY Conference & EXPO. At our last ITEXPO, 27% of attendees were seeking call center solutions, meaning there will be thousands of additional potential customers.

Collocated with INTERNET TELEPHONY Conference & EXPO East

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100% Dedicated to IP Communications. Now in it's 9th Year.

EAST
INTERNET TELEPHONY
Conference & EXPO

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INTERNET TELEPHONY
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Premium Broadband Data Services Delivered