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Call Center 2.0™

The Premier Contact Center Technology Event

October 11 - 13, 2006 • San Diego Convention Center

Come Find Call Center Technology Solutions

Call Center 2.0™ is the premier event for call center leaders to learn about using IP communications to improve efficiency, reduce costs, and increase the level of service provided to the customer. The conference features two full days of courses specifically designed to provide in-depth information about IP call centers and VoIP, IP-based home agents, speech technologies, CRM, workforce optimization, and all other technologies that improve call center effectiveness.

Call Center 2.0™ is colocated with INTERNET TELEPHONY Conference & EXPO — the world's largest IP Communications event — providing more relevant, useful content to call center leaders. Whether you have already deployed IP call center solutions and want to make sure you are up to speed on the latest advancements, or you are seeking information to transition to today's newest technologies, the sessions at **Call Center 2.0™** will prepare you to make smart decisions.

In addition to the cutting-edge educational content, you will have access to all other activities during the week — an exhibit hall with hundreds of vendors demonstrating their new products, exciting networking events and receptions, and the prominent keynote speakers that will headline the INTERNET TELEPHONY event, along with the setting of San Diego's beautiful harbor all make **Call Center 2.0™** a can't-miss event.

Who Should Attend Call Center 2.0?

Conference sessions at **Call Center 2.0™** were created to meet the needs of high-level executives who need actionable information on technological issues to make purchasing decisions.

- ✓ Corporate Management - CEOs, CFOs, Presidents, Partners, etc.
- ✓ Technical Management - CIOs, CTOs, VPs, MIS, Directors, etc.
- ✓ Marketing Management - CMOs, VPs, Marketing Directors, etc.

Brought to You By the Thought Leaders of the Industry

Call Center 2.0™ is brought to you by the leading publication for the contact center industry since 1982 — *Customer Inter@ction Solutions®* (currently celebrating our 25th year) AND the leading publication for the IP Communications industry — *INTERNET TELEPHONY®* AND the leading Web site in the Communications industry, TMCnet®. Our team of editors has worked for months to assemble the highest caliber educational content to ensure that attendees leave with the most useful, up-to-date information.



Thursday, October 12, 2006

KEYNOTE SPEAKER

Thursday, October 12, 2006 • 8:30am - 9:15am



Eli Borodow
Oracle (former CEO of
Telephony@Work)



CONFERENCE SESSIONS

TRACK I

How to Calculate Your Brand Ambassador's Bottom Line Value

Thursday, October 12 • 1:00 - 1:45 pm

You have been on hold for 20 minutes. When you first got on the phone, you keyed your account number into the phone's touch pad. This was followed by a maze of IVR with menus, none of which sounded like the thing you needed. Frustrated and embarrassed, you hit "0" to get an agent. The recording says that you might want to call back due to the long wait time expected. This is the last day you can take care of this, so you decide to stick it out. You finally get an agent. And the customer experience just gets worse from here...

Call centers are often the first targets for cost cutting, and call center managers are the first to be told: "Do more with less." The presenter will address the fact that many of the decisions about the call center need to be revisited and placed at the top of a CEO's priority spending list. From Knowledge Management, CRM, Speech, Customer and Performance Analytics, to VoIP technology to developing a program for IP-enabled home agents, because the contact center not only has the pulse of the customer at its finger tips, but is the key to remaining competitive.

Ethical Implications

Thursday, October 12 • 2:00 - 2:45 pm

After the corporate scandals of Enron, WorldCom, and Tyco, it should be clear to the managers of both large and small businesses that there are real risks today for not complying with federal, state, and local laws and governmental regulations. Striking a balance between the business imperative to create an effective marketing strategy, while respecting the privacy of potential customers requires planning, leadership, and a corporate culture where value is placed upon high moral and ethical standards.

Designing the Next Generation Distributed Call Center

Thursday, October 12 • 3:00 - 3:45 pm

Traditional call centers have been very expensive to operate because they run on proprietary, expensive phone equipment; require a large number of employees and lots of office space; and incur huge expenses from both inbound and outbound calls. The call center market is changing dramatically to provide huge cost savings thanks to new open source, IP telephony technologies and distributed call agent capabilities. Companies large and small are now able to get functional call centers for a whole lot less than they could before.

This presentation will focus on how to design next generation, distributed call centers that enable enormous cost savings while providing call center capabilities companies need and maintaining quality control. Business metrics will be provided that explain how much companies can expect to

spend and what their ROI and TCO will be on their new investment. Attendees will also get a "Top 10" list of things to look for and avoid when moving to a next generation call center.

Managing Virtual Teams: Obstacles & Opportunities

Thursday, October 12 • 4:00 - 4:45 pm

Providing service to customers using home agents or virtual agents is a transformational business opportunity for contact centers enabled by IP Communications. Imagine customer inquiries can be handled by trained call center agent in a remote location to provide a more flexible resource for meeting service levels. In hiring conscientious, qualified agents, location is no longer a factor. However attractive this potential application may be, it requires precise planning and design. From person to person and location to location, the service levels can vary drastically if the contact center does not implement the tools and best practices to support this type of architecture. This session will explore the opportunities of virtual teams, including obstacles to be aware of and suggestions of how to overcome some of these obstacles.

TRACK II

TDM-to-IP Migration Strategies

Thursday, October 12 • 1:00 - 1:45 pm

IP-based communications enable sophisticated, yet cost-effective capabilities that can be leveraged by call center applications. This presentation will cover specific functions of a contact center that can be optimized using IP communications and strategies to progressively migrate these functions from an existing TDM-based infrastructure. The session's overall theme is to present different strategies and tradeoffs in planning a progressive migration to an IP contact center. Under that theme, the tutorial will cover specific topics, such as: tradeoffs of using IP Trunking versus on-premises TDM-to-IP conversion, outbound and blended calling over IP, hybrid IVR port pooling, call recording strategies in an hybrid contact center, and more.

Benefits of IP in the Contact Center

Thursday, October 12 • 2:00 - 2:45 pm

Contact centers probably stand to reap the rewards of VoIP more than any other industry, with the lure of reducing costs, boosting profits, enhancing customer loyalty, and improving remote agent support.

Benefits: Reduced cost, remote agent support, and VoIP's ability to enable call center applications run on network-based services. Add flexibility, growth and disaster recovery and you've got a compelling business case.

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Perceived Adoption Barriers: We look at the barriers to adoption and explore why adopters have been leery about reliability, security, QoS, and scalability.

Lessons Learned: Who is adopting VoIP technology in the call center arena? What's working and what isn't? The presenters will highlight a customer case study to drive home the benefits of deploying IP in the call center.

SIP in the Contact Center

Thursday, October 12 • 3:00 - 3:45 pm

As enterprises move forward with adoption of IP telephony, Session Initiation Protocol (SIP) serves as an open, non-proprietary standard that removes barriers to entry for many vendors, creating a highly competitive market. The widespread emergence of SIP as a de facto standard for communications is helping to promote IP telephony usage. This session will discuss how SIP is enabling applications that deliver virtualization, resulting in increased customer interaction from any physical location without TDM infrastructure constraints.

The presenters will show how centralizing applications enables rapid development of new strategies necessary to support new product launches, new business lines, and changes in business strategy. The session will further address how companies can use open standards such as SIP to drive IP business goals and outline how SIP allows customers to use selective sourcing to deploy best of breed solutions.

Shift Your Contact Center from Reactive to Real-Time

Thursday, October 12 • 4:00 - 4:45 pm

Customers are much less forgiving today. They know you have the capacity to do better, because everyone of them has experienced outstanding customer service somewhere. To compete, you need to provide convenient 24-hour access to excellent service for your customers, no matter where they are, and get them the information they need the first time. Your contact center must shift quickly from a reactive to a proactive, adaptive real-time organization.

Understand how your contact center can tap into the power of enabling technologies like VoIP, speech, video, and SIP to open new and richer avenues of customer communication and instantaneous collaboration. New channels of communication ensure problems are solved and decisions are made immediately, customers and employees can connect without needing to worry about which devices are used and you can craft unique personalized services that optimize each interaction opportunity.

Telework Coalition Track

Ask the Chiefs of Well Established Work@Home Programs

Thursday, October 12 • 1:00 - 1:45 pm

CXOs, "The Chiefs" of three Call Centers with Work@Home Agents, will answer questions from TelCoa's CEO Chuck Wilsker and the audience that will compare the cost benefits of home agents measured against traditional bricks and mortar call centers, address the recruiting and retention issues so common in the call center industry, and comment upon the expanding opportunities that Work@Home Agents provide for improved customer satisfaction, new business opportunities, and strategic growth.

These nationally recognized leaders employ varying visions of the home agent theme and have come together for the

common purpose of expanding the use of Work@Home Agents, providing jobs for those not able to drive long distances to "Industrial Era" brick and mortar call centers, and enhance "continuity of operations" in the face for disruptive events like: pandemics, floods, fires, snowstorms, energy shortages, terrorist events, and urban transportation systems labor disputes.

Why Home-Based Agents: "There's No Place Like Home"

Thursday, October 12 • 2:00 - 2:45 pm

The workplace is going home and call centers are leading the way. This roundtable session explains why this is happening, the benefits of using Work@Home agents, and why more call centers need to get on board. Learn not only how sending agents home costs less than a traditional on-premise infrastructure, but how home agents can increase your revenues and service levels. Additionally, you will learn how to address disruptive issues such as pandemics, terrorism, and natural disasters; how to beat the looming worker shortages; and how to survive in the global economy. Hear business cases that many enterprises have experienced with Work@Home agents. Find out what analyses and tools can help you decide whether a home agent/teleworking program is right for you. Learn how to make the case for Work@Home agents/teleworking to your senior management and how to turn program prototypes into program permanency.

Outsourcing to Call Centers with Work@Home Agents

Thursday, October 12 • 3:00 - 3:45 pm

This session will examine why outsourcing this type of customer service program may be the best fit your business, what benefits outside vendors can offer, and what pitfalls can be avoided by migrating customer service calls to a Work@Home provider.

Outsourcings to virtual call centers, both inbound and outbound, can dramatically reduce costs and give you unparalleled flexibility and ensure continuity of service caused by disruptive events. Your relations with customers will improve by enabling them speak with highly motivated and qualified onshore staff that is available 24/7.

Understand the bottom line benefit comparisons between outsourcing and setting up your internal home agent program. Learn how to evaluate outsourcing vendors and the best ways to implement and manage these programs, including basics about agent selection, training, performance management, and quality assurance. Hear case study examples that will give you caveats, ideas, and tips to help you make your program a success.

Enabling Technologies and Telecommunications

Thursday, October 12 • 4:00 - 4:45 pm

Making Work@Home agents a reality is the convergence of call center, contact management, and monitoring software, distance training, and data security technologies, coupled with broadband to the home. See how your Work@Home agents will be more productive, and require less supervision. Learn the latest practices and technologies in routing calls and contacts to Work@Home agents such as high-QoS ultra-secure VoIP, and low-cost top-quality network-routed calls over the PSTN. Learn how new security tools protect data to and at the home; how traditional call center tools (ACDs, call monitoring and recording, and workforce management), blended with instant messaging and audio/data/video/Web conferencing, enable effective supervision and teamwork. Learn the best practices on IT support for Work@Home agents.

To Exhibit or Sponsor Contact Dave Rodriguez:

Friday, October 13, 2006

KEYNOTE SPEAKERS

Friday, October 13, 2006

9:30am - 10:15am



Prem Uppaluru
President and CEO



10:15am - 11:00am



Dr. Jon Anton
President and CEO



CONFERENCE SESSIONS

TRACK I

Today's Advanced Workforce Optimization Solutions

Friday, October 13 • 8:45 - 9:15 am

Managing the call center workforce and monitoring the quality offered by that workforce have always been challenges to customer-oriented organizations. The good news today is that with the help of IP, workforce management and advanced call recording can be consolidated to complement one another, and the addition of e-learning, skills-based routing, and performance management means that call centers can now optimize their operations to an extended degree, leaving no part of the customer service process to chance. This session will educate attendees about what they can expect from workforce optimization, how today's solutions can complement existing systems, and how to move ahead judiciously to take advantage of these cutting-edge call center offerings.

Next Generation Contact Center Trends

Friday, October 13 • 12:15 - 1:00 pm

Attend this IP Contact Center Solutions Update and you will hear from top contact center vendors what is in, what's out, and where things are headed for contact centers. The wide-ranging conversation will encompass topics such as ACD trends, Disaster Recovery approaches, best-of-breed versus bundled contact center solutions, performance optimization trends, and more. This is truly a can't miss session!

Gaining the Competitive Edge through Intelligent Communications

Friday, October 13 • 1:15 - 2:00 pm

In a Web-based world, customers are only a click away from the competition. Your challenge is to respond to your customers' multi-media inquiries quickly and yet cost-effectively. By attending this session, attendees will learn how to incorporate multi-channel, IP contact center solutions into their business strategy in order to gain that elusive competitive edge.

VoIP in the Contact Center — A Case Study

Friday, October 13 • 2:15 - 3:00 pm

Sure-Dry Basements had three goals: take care of customers faster, make sure no calls went unanswered, and use its CRM system to route calls to the right person. But with 14 employees and a call center of two trying to answer 100+ calls a day, the company was stuck wanting enterprise-class functionality on a small business budget.

By integrating VoIP into its contact center, Sure-Dry was able to improve its telecom infrastructure without the complexity and expense of a traditional enterprise-scale contact center. This gave Sure-Dry the ability to have its call center of two appear as — and function like — a much larger call center.

TRACK II

Advanced Contact Center Solutions for Teleservices and Call Centers

Friday, October 13 • 8:45 - 1:00 pm

What do today's advanced call center solutions offer outsourcers and BPO providers? To start with, these Call Center 2.0 solutions can provide increased efficiency, cost saving options and a strengthened portfolio of services. Today's IP contact center solutions easily enable companies to do away with expensive, large single-site call centers and break up their operations to include offshore locations, remote offices, home agents, and smaller call centers distributed across time zones. Multi-tenant solutions allow outsourced call center and business process outsourcing providers to take advantage of the benefits of software as a service (SaaS) to meet the unique needs of each client. IP call recording can do away with the old fashioned nightmare of compliance, storage problems, and long, wasted hours of manual search and monitoring. This session is critical for all call center organizations, but particularly for those organizations that provide outsourced customer service for clients.

Best Practices & Processes/Metrics for Customer-Centric Operations

Friday, October 13 • 12:15 - 1:00 pm

During the 90s, everyone said that customer relationship management (CRM) was going to transform the relationship between companies and their customers — to achieve higher levels of customer satisfaction and improved revenues. Of course, the contact center, often the first point of entry for a customer interacting with a business, was viewed as one of THE key focus areas of a business.

Being on the front line, call center agents are often the first point of contact with both sales and service customers. So, equipping agents with a system that can automate customer processes and better satisfy their preferences can help both the caller and, ultimately, your business!

IP Contact Center Shootout - Special Double Session

Friday, October 13 • 1:15 - 3:00 pm

Come hear industry leaders debate and discuss the relative merits of their IP Contact Center solutions. Loosely based on Internet Telephony Conference & EXPO's successful long-running IP PBX Shootout, this double session promises to be a lively, engaging look at what the industry leaders have to say about their products and their competition. This unique opportunity enables interested parties to get live information directly from the "horses' mouths," as attendees will be given an opportunity to ask the panel their own insightful questions.

Telework Coalition Track

Business Continuity with Work@Home Agents

Friday, October 13 • 8:45 - 9:15 am

Every company should have effective business continuity and disaster recovery plans. Recent unprecedented weather events and widespread utility outages coupled with the ongoing fear of future terrorist activities compel businesses to boost planning efforts. Moreover, concerns regarding the threat of a potential worldwide flu pandemic are causing businesses to rethink historical planning and look for creative solutions to keep their businesses running during these and other disruptions. This session will examine how businesses can employ a variety of solutions utilizing Work@Home agents to be better prepared to face these threats in the coming months and years.

Attendees of this session will learn to identify and address potential business interruptions and other threats they will face in the coming months, who in their organization should be involved in the evaluation of their current business continuity plans, and innovative strategies that incorporate Work@Home agents for keeping their businesses running despite disruptive external forces.

How to Make Work@Home Agents Happen

Friday, October 13 • 12:15 - 1:00 pm

You understand Work@Home agents and telework. The question is how to make this happen for your organization? How do you make the transition from Industrial Age centralized brick and mortar solutions to Information Age models wherein you leverage the advantages of technology, much wider recruiting pools, take advantage of part-time and split-shift scheduling options, and better prepare for the adverse 'events' that affect every organization.

Understand how to get and maintain buy-in from senior management and line managers, both of whom make or break any teleworking program, including Work@Home agents.

Discover and determine which applications and technologies are effectively driving Work@Home programs and how they help leverage the economic benefits. Understand how established Work@Home options using proven platforms and software, by experienced Work@Home practitioners, can quickly be integrated into your business.

Staffing, Training, and Supervising for Work@Home Agents

Friday, October 13 • 1:15 - 2:00 pm

"How can I manage my people if I can't see them?" is the top issue for managers. Yet, studies have shown that most managers now rely on virtual supervision — e-mail, instant messaging, and the phone — rather than face-to-face interaction. This session challenges traditional staff management practices by explaining why line-of-sight management is not only obsolete in today's information-based workplace, but can hurt productivity, and why 'management by performance' is here to stay. The key to cultivating a successful team of Work@Home agents starts with the selection process. Attendees will also learn about proven tactics used to screen for the best talent. Find out what traits make a successful home-based agent. Discover how to use eLearning tools to teach and update Work@Home agents. Get the best practices on building and managing effective home agent teams.

Security: Policies, Procedures, and Processes

Friday, October 13 • 2:15 - 3:00 pm

Security is a major concern with Work@Home agents. Regulations such as HIPAA require that you continually maintain and track the security of personal data. In reality, homes are potentially more secure because your Work@Home agents have direct control of their environments and, therefore, can be made directly responsible for them.

Hear why you need a Work@Home agreement, what it should cover, including home workplace ergonomics, safety, health practices, and security.

Learn the details of the best practices you need to follow in establishing policies, procedures, and processes to satisfy security due diligence requirements, especially in a SOX compliance environment. Understand how to ensure data security, using virtual private networks (VPNs), affordable biometric authentication, and identification, and how to secure wireless home networks.

Learn what hardware, such as thin client terminals, lockable offices and filing cabinets, back-up devices and services, and other tools are available to enhance security of information. Learn whether it's better to use employer-owned or employee-owned hardware and software.

Call Center 2.0™ SCHEDULE AT A GLANCE

Wednesday, October 11, 2006

3:45pm - 5:30pm - Featured Keynotes
5:30pm - 8:00pm - Networking Reception
in Exhibit Hall

Thursday, October 12, 2006

7:30am - 8:30am - Breakfast
8:30am - 9:15am - Telephony@work Keynote
9:15am - 11:00am - Featured Keynotes
11:00am - 5:00pm - Exhibit Hall Open
12:00pm - 1:00pm - Lunch
1:00pm - 4:45pm - Breakout Sessions
4:45pm - 5:30pm - Featured Keynotes
6:00pm - 7:30pm - Networking Reception

Friday, October 13, 2006

8:00am - 8:45am - Breakfast
8:45am - 9:15am - Breakout Sessions
9:45am - 11:00am - Featured Keynotes
11:00am - 3:00pm - Exhibit Hall Open
11:30pm - 12:15pm - Lunch
12:15pm - 3:00pm - Breakout Sessions

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Registration Options

A. Call Center 2.0™ Platinum Plan - Includes access to all Call Center 2.0, INTERNET TELEPHONY, and IMS Expo conference events all 4 days.

Price: \$1,895 **Early Bird Price:** \$1,595

B. Call Center 2.0™ Only Plan - Includes full access to all Call Center 2.0 conference sessions, receptions, and meals for the entire conference. Does not include admission to other INTERNET TELEPHONY or IMS Expo sessions.

Price: \$1,695. **Early Bird Price:** \$1,395

C. Call Center 2.0™ FREE VIP Pass - Includes unlimited exhibit hall access, all keynotes, all general sessions and all networking receptions for all 3 days of the event. Does not include access to conference sessions or meals.

Standard Rate - \$50 On Site **Early Bird Price:** FREE Online

Register today at www.callcenter20.com.

Early Bird deadline is September 1, 2006

Hotel Information



San Diego Marriott

333 West Harbor Drive
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Special Attendee Rate: \$238.00

Rate expires 9/17/2006 and is subject to availability.

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