



Call Center 2.0™

THE PREMIER TECHNOLOGY EVENT FOR CALL CENTER/CRM DECISION MAKERS

WWW.CALLCENTER20.COM



PRODUCED BY:

CUSTOMER INTER@CTION
Solutions

"THE BIBLE OF THE INDUSTRY" SINCE 1982*



Fort Lauderdale, Florida
January 24-26, 2007

CONFERENCE TOPICS INCLUDE:

- Open Source & IP Telephony:
Myth Busters, Best Practices and Real
World Application in the Contact Center
- Workforce Optimization
- Marrying Technology & Human Performance
- Where to VoIP
- To Host or Not to Host?
- IP Contact Center Shootout
- Effective Integration of Multiple
Contact Channels
- Calling for More Than Quality Assurance
- Call Center Architectures with
Custom Workflows
- Improving the Customer Experience Through
On-Demand

COLLOCATED WITH:



The IP Communications Authority Since 1998™



*Source: THE WALL STREET JOURNAL

Featuring Special Conference Track
on Home Agents Presented By:

TelCoa
The Telework Coalition

Call Center 2.0

Thursday - January 25, 2007

8:30 - 9:15 am

Open Source & IP Telephony: Myth Busters, Best Practices and Real World Application in the Contact Center

This session will refute common "myths" about open source - which include concerns about quality, security, and control - and point to best practices for leveraging open source software in your organization's IP telephony and contact center network. Attendees will learn how to separate the myths from reality when it comes to open source, and address concerns regarding security and reliability; how to leverage open source to bring greater flexibility, adaptability, and innovation into the IP telephony and contact center environment; and how to determine if their organization is a good candidate for open source-based telephony solutions.

9:15 - 10:00 am

The Secret to Sustainable Performance Achievement

- Does knowing how you did today guarantee improvement tomorrow?
- How is best practice captured and deployed widely throughout your organization?
- How do you inspect what you expect for commitments and skill development?

This session deeply examines the problems associated with Performance Data and Call Quality Programs with exciting new answers on how to marry these important elements with People Performance and still have a huge positive impact on customer satisfaction.

1:30 - 2:15 pm

Where to VoIP

This session will address the option of going hybrid, that is to say deploying a system capable of handling a mixed environment, with some locations on IP phone equipment, others on TDM phone equipment. The speaker will cover the ability to provide a common set of contact handling features, functions, and unified reporting tools across all locations, no matter what voice

transport technology the location is on, as well as the challenges of managing a distributed workforce - monitoring, recording, bargaining, and more.

2:30 - 3:15 pm

To Host or Not to Host?

Enterprises are met with the decision of hosting their call centers more and more these days. We will discuss the advantages/disadvantages of a hosted call center. Sure, IP-based call centers experience reduced costs, easier and faster application deployments, and increased ROI; but there are still concerns when dealing with hosted solutions such as quality and security. Learn how businesses today are tackling these issues, implementing hosted solutions, and better meeting customer needs.

3:30 - 4:15 pm

IP Contact Center Shootout

Come hear industry leaders debate and discuss the relative merits of their IP Contact Center solutions. This session promises to be a lively, engaging look at what the industry leaders have to say about their products and their competition. Topics will include the benefits of multitenancy, workforce optimization, virtual and distributed contact centers, home agents, call routing and queuing, and disaster recovery. 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.

4:15 - 5:00 pm

Improving the Customer Experience Through On-Demand

This session will explore how the on-demand business services model is ideal for the service and support industry because it enables agents to deliver customer service from anywhere - and at a lower cost, lower risk, and faster deployment time than is possible with on-premise solutions. Just as on-demand transformed the way that companies manage and share sales information, the same technology provides a similar impact on call centers. By eliminating the risks and burdens of purchasing associated

Hotel Information



Hyatt Regency Pier Sixty-Six

2301 Southeast 17th Street
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(954) 525-6666

Special Attendee Rate: \$209.00

Rate expires 1/02/2007 and is subject to availability.

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Call Center 2.0



Renaissance Fort Lauderdale Hotel

1617 Southeast 17th Street
Fort Lauderdale, Florida 33316
Phone: (954) 626-1700 / (800) 468-3571

Special attendee rate: \$213.00

Rate expires 1/02/2007 and is subject to availability.

To register, visit www.callcenter20.com

Call Center 2.0

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with traditional software solutions, on-demand enables call center agents to provide a truly great experience to their customers. The on-demand model's core benefits - ease of use, rapid adoption, and robust functionality - benefits call centers by enabling agents to handle customer service issues, and respond to customer inquiries quickly and efficiently. Organizations using the on-demand model are able to deploy call centers anywhere in the world and have them up and running within weeks or even days - due in part to the easy to use and learn Web interface. With on-demand call centers, higher quality customer service and increased productivity can be deployed without sacrificing profits.

Friday - January 26, 2007

9:00 - 9:45 am

Calling for More Than Quality Assurance

Businesses that record customer interaction telephone calls in their contact centers typically do so as a means of monitoring service quality, and to assist with agent performance and training. This is good as far as it goes - but this limited practice means that many companies are neglecting other ways in which call recording can help meet their business objectives. In this presentation, the speaker will describe different types of call recording applications and how call recording can fulfill different business requirements. Attendees will learn how call recording can help to meet regulatory requirements, manage risk, and improve business processes across the entire organization beyond call center operations.

10:00 - 10:45 am

Creating a Better Customer Experience with a Customer Interaction Network

Companies that understand the true importance of customer interactions have taken their traditional call centers and evolved them into contact centers. These new centers employ a number of integrated Web-based channels that enhance customer service through

Friday - January 26, 2007

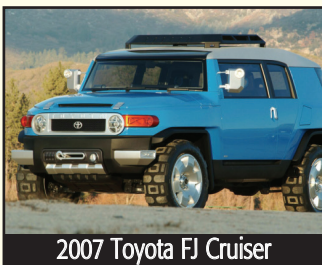
the use of e-mail, text chat, and co-browsing capabilities. In this session, we'll use case studies to discuss the next step in the evolution of the customer contact center: The Customer Interaction Network. This new model extends customer service capabilities across the entire organization, providing a more integrated and collaborative approach to customer satisfaction. With a Customer Interaction Network, customers can use the channel of their choice - Web browser, e-mail, chat, or phone - to get the information they need quickly, conveniently, and efficiently.

11:00 - 11:45 am

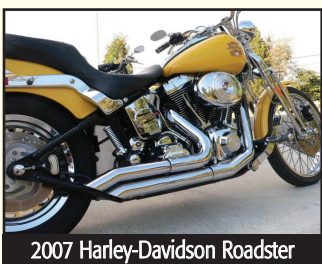
Call Center Architectures with Custom Workflows

Contact centers help businesses seeking solutions to their needs for customer service, technical support, sales orders, sales lead generation and qualification, answering and messaging services, and bill collections. Agent scripts displaying customer information to the agents in a fashion analogous to cue cards, call-lists or e-mail addresses compiled from CRM or customer databases, feeding the call lists to preview and predictive campaigns or e-mail addresses to mass-mail distributions are a few examples of such capabilities. These capabilities often require integration of contact center solutions with customers' databases and systems involving vendors or third party consultants having in-depth knowledge of the contact center product.

The highest value proposition with contact centers will be in creating truly customizable work flows that emulate customers' work processes. Because each customer's work processes are unique, such customization must be handled by the customers themselves. This session will present requirements for a contact center with truly customizable work flows and the underlying platform architecture to support such customizations.



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To Exhibit or Sponsor Contact Dave Rodriguez: 203-852-6800 Ext. 146 or drodriguez@tmcnet.com

Telework Coalition Workshop

Thursday - January 25, 2007

8:30 - 9:15

"Ask The Chiefs" of Outsourcing
Work@Home™ Agent Call Centers

9:15 - 10:00

"Ask The Chiefs - Part Deux"
Session 1 continued

1:30 - 2:15

IDC's Distributed Work Research,
Featuring Stephen Loynd, Sponsored
by WillowCSN®

2:30 - 3:15

Employment Opportunities for Service
Disabled Veterans, Others with
Disabilities, Seniors, and Those in Rural
Areas - Work@Home™ Agent Programs
for Flexibility, Freedom, and Growth

3:30 - 4:15

Distributed Work Technologies
Intelligent Networks, Security Trends,
and Tools that Enable and Enhance
Work@Home™ Programs

Friday - January 26, 2007

9:00 - 9:45

"Ask The Chiefs" of Insourcing
Work@Home™ Agent Call Centers

10:00 - 10:45

Human Resources for Distributed Workers
- Recruit, Screen, and Train
Work@Home™ talent.

11:00 - 11:45

Financial Benefits of Distributed Work
Work@Home™ Programs

Hosted by:

TelCoa
The Telework Coalition



Registration Options

A. ^{IMS} 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. ^{IMS} 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: \$1,595. **Early Bird Price:** \$1,295

C. ^{IMS} 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 Or Register **FREE Online!**

Register today at www.callcenter20.com.

Early Bird deadline is December 15, 2006

To register, visit www.callcenter20.com

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 collocated 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.

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.
- ✓ Outsourcers
- ✓ Call Center Managers & Directors

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.



Your Conference Satisfaction is Guaranteed!

If you do not feel the sessions you attend made you better prepared to lead projects than you were when you arrived, simply stop by the conference registration counter at the show and we'll issue you a free pass for any future* Call Center 2.0 or INTERNET TELEPHONY conference.

(*No requests will be honored after the conference ends.)

Don't miss the premier Contact Center Technology Event. Register Today!

To register, visit www.callcenter20.com