



# *6th Annual Call Center Campus New Orleans*

*Harrah's Hotel & Casino*

*April 3-7, 2017*



The **SOURCE** for Contact Centers  
**Benchmark**



**Pre-Symposium Workshops: April 3-5, 2017**

Management  
Quality Assurance  
Workforce Management  
Coaching for Performance

**2-Day Learning Symposium: April 6-7, 2017**

Call Center Campus Symposium  
Social Meet Up & Networking Reception

1-800-214-8929

[www.BenchmarkPortal.com/Call-Center-Campus](http://www.BenchmarkPortal.com/Call-Center-Campus)

## Call Center Campus Symposium

April 6-7, 2017



On April 6th and 7th, the College of Call Center Excellence will hold a Symposium at which thought-provoking, industry-leading guest speakers will talk about how their companies implemented successful programs that focus on improving the customer experience.

The Breakout Learning Sessions feature interactive discussions in small groups. These sessions are designed to inspire innovative thinking and engage participants in exploring strategies for advancing their call centers success. This is an opportunity for attendees to learn from presentees and their peers and to discern a course of action for their center.



- Industry-Leading Speakers
- Hands-On Learning Environment
- Obtain New Skills
- Reflect Critically
- Learn From Other Participants
- Raise Best Practice Skills to New Levels
- Breakout Sessions & Roundtables:  
Share business challenges, approaches and best practices on a number of hot topics among your peers.



## Registration Includes

- Attendance to the 2-day Call Center Campus Symposium
- Social Meetup, Networking Reception & Awards Ceremony with complimentary drinks and hors d'oeuvres
- Complimentary daily breakfast & snacks
- BenchmarkPortal Welcome Gift



Symposium Host  
Bruce Belfiore, CEO  
BenchmarkPortal

**Register Early and SAVE!**  
Register Before Mar. 3, 2017



College of Call Center Excellence



## Wednesday, April 5, 2017

### 6:00pm - 8:00pm - Social Meetup at Mannings

Meet and network with other attendees and BenchmarkPortal team.

## Thursday, April 6, 2017 - Symposium Day 1

(subject to change)

8:00am – 8:30am: Networking Buffet Breakfast

8:30am – 8:45am: Welcome to Call Center Campus

8:45am – 9:45am: Opening Keynote – Kevin Childs, OneSource

9:45am – 10:00am: Course Intelligence

10:00am – 10:15am: Networking Break

10:15am – 10:45am: The FUTURE – Discuss the FUTURE call centers should be focusing on for the next year. – Bruce Belfiore, CEO, BenchmarkPortal

### Breakout Sessions

#### 10:45am – 11:45pm: Workforce Management & Technology

- **Session 101:** Today's Technology Challenges: Omni-channel, Premise vs. Cloud, Voice Analytics.
- **Session 102:** How to Design, Optimize and Handle your WFM For Success

12:00pm – 1:30pm: Lunch Break (on your own)

#### 1:30pm – 2:30pm: All About Agents & Customers

- **Session 201:** Developing A Customer First Culture That Drives FCR
- **Session 202:** Peak Performance & Engagement Equals Results From Your Team

2:30pm – 2:45pm: Networking Break

#### 2:45pm – 3:45pm: Quality Assurance & Coaching

- **Session 301:** Agent Coaching & Training In a Millennial World
- **Session 302:** How to Enhance Your Culture by Changing Your Coaching Approach: How to Build Trust & Accountability

3:45pm – 4:00pm: 1-Minute Session Highlights

#### 4:30pm – 6:30pm: Networking Reception & Awards Ceremony

## Friday, April 7, 2017 - Symposium Day 2

(subject to change)

8:00am – 8:30am: Buffet Breakfast

8:30am – 9:00am: Forward Thinking – Bruce Belfiore

9:00am – 10:00am: "Improve Your Metric" RoundTables Speed Dating

10:00am – 10:15am: Networking Break

### Breakout Sessions

#### 10:15am-11:00am: Benchmarking & Excellence

- **Session 401:** Messing With Metrics: Changing Behavior Through Data
- **Session 402:** Journey to Excellence – Improvement Ideas That Make A Real Difference

#### 11:00am – 11:45am: Customer & Agent Satisfaction

- **Session 501:** Satisfaction Super Session: Stories about Surveys, Results, Actions & Success for Customer & Agent Satisfaction

11:45am – 12:00pm: 1-Minute Session Highlights

12:00pm – 12:15pm: Closing Remarks – Bruce Belfiore



## Pre-Symposium Workshops April 3-5, 2017



*BenchmarkPortal offers one of the most highly-regarded training programs in the industry, led by our top-rated instructors, with over 150 years combined experience. You will return to your business and drive effective change using best practice methods validated by BenchmarkPortal.*



**3-Day Workshop: April 3-5, 2017**  
Management Certification

**2-Day Workshops: April 4-5, 2017**  
Quality Assurance Certification  
Workforce Management Certification  
Coaching for Performance

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College of Call Center Excellence



In today's highly competitive world, it is critical for a call center to deliver customer-centric service. Having the best practices or proper procedures in place can be the differentiator between you and your competitors.

*The curriculum, originally developed twenty years ago by our experts at Purdue University, has been expanded and updated by BenchmarkPortal's staff of industry experts. Participants typically include Call Center Managers, Directors and Vice Presidents.*



## Registration Includes

- 3-day certification workshop April 3-5, 2017
- Complimentary attendance to the Call Center Campus Symposium April 6-7, 2017
- Social Meetup & Networking reception with complimentary drinks and hors d'oeuvres
- Complimentary daily breakfast & snacks
- Course handbook
- Certificate



## Topics Covered

- Leadership & Organization
- Data Analytics
- Human Resources
- Agent Satisfaction
- Customer Satisfaction
- Basic Workforce Management
- Quality & Call Monitoring
- Coaching For Performance
- Self-Service
- Benchmarking

## Schedule

3-Day Workshop, April 3-5

- Monday - Wednesday 8am - 5pm

2-Day Symposium, April 6-7  
+ Social Meetup & Networking Reception

- Wednesday, 6pm - 8pm
- Thursday, 8am - 6:30pm
- Friday, 8am - 12:15pm







The call center quality assurance training workshop is designed to meet the needs of the Director, Manager or Quality Analyst responsible for delivering a “best-in-class” quality monitoring and coaching program.

Participants will identify those agent behaviors that provide an excellent customer experience, i.e., reduce the customer effort to solve their problem, answer their question and drive loyalty.

Participants will learn the issues of calibration of the assessment and scoring processes, and how to deliver appropriate recognition and reward for the stakeholders of the process. This workshop will provide real-life example and exercises participants can use immediately.



## Registration Includes

- 2-day workshop  
April 4-5, 2016
- Complimentary attendance to the Call Center Campus Symposium  
April 5-7, 2016
- Social Meetup & Networking reception with complimentary drinks and hors d'oeuvres
- Complimentary daily breakfast & snacks
- Course handbook
- Certificate

## Topics Covered

- Introduction to Quality Assurance
- Creating a QA Strategy
- Positive Culture and Behaviors
- Quality Assessment Forms
- Service vs Compliance
- Call Monitoring Process
- Evaluation Frequency
- Art of Coaching
- Feedback
- Time Management
- Discussion: How many calls, Coaching process
- Reward & Recognition Methods
- Technology

## Schedule

- 2-Day Workshop, April 4-5
  - Tuesday - Wednesday 8am - 5pm
- 2-Day Symposium, April 6-7  
+ Social Meetup & Networking Reception
  - Wednesday, 6pm - 8pm
  - Thursday, 8am - 6:30pm
  - Friday, 8am - 12:15pm





The contact center training workforce management workshop covers the entire WFM process - from the gathering of data to the production of forecasts, schedules and budgets. We include lessons that benefit attendees from any size organization, with real-world examples of solutions that work in practice. Participants will learn:

- What processes constitute an effective Workforce Management practice
- How to gather the right data at the right time
- Results reporting that drives effective decisions and actions
- How to build forecasting models that work - including time series modeling
- Options for building staff plans that meet budgeting and scheduling needs
- How to build an Erlang C-based staffing model
- A change management approach that helps overcome the "Big Brother" syndrome



## Registration Includes

- 2-day workshop  
April 4-5, 2016
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April 5-7, 2016
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## Topics Covered

- Gathering Information: The foundation to all WFM practices
- Forecasting: Setting Framework for Center Success
- Planning: Matching Supply to Demand
- Optimizing Performance: Real-Time adjustments to the plan, forecast and data
- Analysis: Reviewing the outcomes to determine improvements to the next forecast and plan
- Change Management: Preparing leaders to lead WFM change

## Schedule

2-Day Workshop, April 4-5

- Tuesday - Wednesday 8am - 5pm

2-Day Symposium, April 6-7  
+ Social Meetup & Networking Reception

- Wednesday, 6pm - 8pm
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- Friday, 8am - 12:15pm





The Coaching for Performance course has been designed to provide the training, techniques and tools required to sustain and improve agent performance. During the course we will review the role, responsibilities, and characteristics of an “effective” call center coach.

This course will also focus on communication techniques and creating a strategic plan for all levels of performers. Finally, we will take a close look at agent retention and the impact of reward and recognition on performance, engagement and ultimately retention of talent.

Participants are encouraged to share their most challenging agent performance issues with the facilitator prior to the start of the course. The facilitator will weave these performance issues throughout the delivery of the program and provide suggestions for winning coaching strategies.



## Registration Includes

- 2-day workshop  
April 4-5, 2016
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Symposium  
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hors d'oeuvres
- Complimentary daily  
breakfast & snacks
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## Topics Covered

- Identify the role, responsibilities, and characteristics of an “effective” coach.
- Match management expectations of using call center metrics & the impact on agent performance.
- Perform a gap analysis to identify actual agent performance vs. desired performance.
- Examine successful communication techniques to deliver a more impactful coaching session.
- Compare and contrast the needs of new stars, rising stars, super stars, & falling stars.
- Practice and Application: Develop an effective coaching strategy and plan for different agent types.

## Schedule

2-Day Workshop, April  
4-5

- Tuesday - Wednesday 8am - 5pm

2-Day Symposium, April 6-7  
+ Social Meetup & Networking  
Reception

- Wednesday, 6pm - 8pm
- Thursday, 8am - 6:30pm
- Friday, 8am - 12:15pm

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## Registration Fees

**Management Certification:** \$2795 *(Includes Symposium)*

**Quality Assurance Certification:** \$1795 *(Includes Symposium)*

**Workforce Management Certification:** \$1795 *(Includes Symposium)*

**Coaching for Performance:** \$1795 *(Includes Symposium)*

**Symposium:** \$995

## Hotel

The Training and Symposium are being held at:

**Harrah's New Orleans Hotel and Casino**

228 Poydras St, New Orleans, LA 70130

Registration fees do not include hotel accommodations.  
Attendees will be responsible for booking their own lodging.  
We have secured a fantastic discounted hotel group rate.

**\*\$139 per night not including tax & resort fees.**

Booking nights available: Sunday, April 2, 2017 - Thursday, April 6, 2017.

**Hotel Reservation Cut-Off Date:** Bookings must be made no later than March 2, 2017 to receive this special discounted group rate. After that date our room block will be released. Rooms will be available depending on hotel availability and will be priced at the current rate at that time.

[Click Here to Book Online at the Discounted Rate](#)

**\*\*All reservations made via the telephone call center will be assessed a fee of \$15 per reservation. 1-877-466-7847**

Group Name: BenchmarkPortal 2017 or Group Code: S04BEN7



## Discounts

### Early Bird Discount:

Register early to save money! Discounts expire March 3, 2017. The earlier you register the bigger the deal. Please register by payment or invoice before this date. Visit our website or contact us for more information on how to receive this discount. Early bird discounts cannot be combined with other offers or discounts.

### Group Discounts:

If you have 2 or more individuals that would like to take the call center training course, please contact us for a group discount! Discounts cannot be combined with other offers or discounts. Groups must all be submitted and registered at the same time in order to receive the group discount.

Attendees	Discount
2-5	10%
6-10	15%

### Preferred Partner Discount:

Center of Excellence Members- 15% off. Please contact your relationship manager to get your preferred partner discount code. Discounts cannot be combined with other offers or discounts.

### Center's of Excellence:

Please contact your relationship manager for a "COE Package." This package offers 1 free pass to the symposium. This package includes daily breakfast, symposium event, networking night with cocktails & hors d'oeuvres. In addition you receive a 15% discount off of the workshops for your team.



## Nearest Airport & Shuttles

### Louis Armstrong New Orleans International Airport

**Uber, Taxi or Shuttle Service:** Harrah's does not provide shuttle service. Taxi fare to and from the airport is normally no more than \$35 one way. The airport is approximately 15 miles from the hotel. The shuttle service available at Louis Armstrong International Airport is Airport Shuttle and they may be reached from 7am until 7pm daily at 504-522-3500. The one-way fare is approximately \$25.00. You may also purchase tickets online at [www.airportshuttleneworleans.com](http://www.airportshuttleneworleans.com). "A" Airport Limousine Service is located at 900 Airline Drive, Kenner, LA 70062 and can be reached at 504-305-2450.



## Cancellations

All students attending a In-Person/Classroom course have up to thirty (30) days before start date to cancel registrations for a refund. Any cancellation within 30 days will become a credit for a future course. Credits must be used within one year (12 months of issue).

Any cancellations within 14 days before the course will incur a \$100 late cancellation fee. This fee will be deducted from your credit.

In rare instances, a course will be cancelled, rescheduled or postponed:

- All students attending in-person courses have up to thirty (30) days before start date to cancel your registration for a refund. Any cancellation within 30 days will become a credit for a future course. Credit must be used within one year (12 months of issue.)
- Any cancellations within 14 days before the course will incur a \$100 fee. This fee will be deducted from your credit.
- You may receive a full refund or we can issue a credit for your company
- BenchmarkPortal cannot be held responsible for penalties resulting from travel arrangements of any kind.
- In the event that we do have to cancel a training course at the last minute, the college manager will contact you to either reschedule you into an alternate course or provide you with a full refund of the course price.
- No shows will pay full course rates.





## Testimonials

*"BenchmarkPortal's Call Center Symposium is an excellent event! The content shared covers tried-and-true as well as tried-and-failed solution discussion opportunities for problems unique to the contact center industry. ....Walk away with immediately applicable actions...to begin making positive impacts. It's always a pleasure to attend this event and meet with other contact center professionals who really "get" it!" --*  
**Director, Call Operating Effectiveness Cigna**

*"An amazing event with wonderful, carefully-chosen speakers with much good information to impart. It was energizing! I felt totally rejuvenated about our contact center and how we can make it better! Makes me want to work even harder to engage and motivate our agents!" --*  
**Quality Assurance Manager, MedicAlert Foundation**

*"This training far exceeded my expectations. I am a visual learner. I like the interaction and hands on experience. The trainer was really engaged and cared about...what we will gather from this program and take back to our employees." --*  
**Supervisor, Citizens Energy Group**

*"After being in the industry for over 10 years this course is an eye opening experience. It will be put to great use at my workplace. This course was a wealth of knowledge!" --*  
**Network Operations Center Supervisor, Maritime Telecommunications Networks Inc.**

*"The training was more than I expected. It was applicable to any call center, whether you have 4 people or 400. It brought home real life examples and experiences which definitely are designed to help support supervisory and management decisions. The value of detail I got from the data analysis and reporting module opened my eyes to how to effectively utilize data generated from the center. Overall this experience...challenges your creative process as you go through the normal paces of work. This was an eye opener, a true "WOW" learning experience. i am glad I was a part of this experience." --*  
**Customer Service Manager, Companies Office of Jamaica**



**Visit our website for a complete overview of all our Testimonials!**

<https://www.benchmarkportal.com/testimonials/>

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