

Business Systems Host Another Successful Contact Centre Conference

Release Date: 13 March 2007

Business Systems UK Limited the voice and data recording specialists, hosted a conference in early March. Using high level industry speakers focussing on "improving performance", the conference attracted many call centre professionals from multiple industry sectors including; automotive, banking, utilities, government, legal, retail and travel. The event was oversubscribed resulting in a packed auditorium which demonstrates the continuing importance that call centres place in raising their customer service levels.

Highlights of the conference, held in Leeds included a keynote session by Paul Cooper from the Institute of Customer Service (ICS). Paul focussed on practicalities, reminding us that 80% of the UK workforce is in a service economy and that customer complaints should be treated as free market research which helps drive improvement. One of the most sobering thoughts was a reality check for CRM, Paul highlighted that younger consumers tend not to complain about poor service, instead, they vote with their feet and simply walk away.

Other speakers included Judy Smyth, Director of Global Standards from the Customer Contact Association (CCA). The CCA's influence in call centres continues to grow with corporate membership representing 25% of the Call Centre workforce in the UK. Judy's message was clear and directed at management; *"to improve performance in the contact centre you must get greater involvement from senior management at board level, it's this simple: - improvement comes from investment and investment comes from the board."* As the call centre is both shop-window and main customer touch-point for many companies today, her point is blindingly obvious.

The technology section featured a raft of practical solutions including the latest blend of Business Analytics software from NICE systems which can be used in conjunction with traditional Quality programs. Hosted telephony applications continue to grow in popularity due to their flexibility and low entry cost. OPEX Hosting demonstrated how network versions of Call Recording, Dialling and Self Service applications can be set up and brought online with less than 48 hours notice. OFCOM compliance for Intelligent Predictive Diallers is a big issue at the moment and Gareth Owen marketing director of BeVoice explained ways around what can be a minefield of regulation.

Case histories underpinned the key points of the conference; Barbara Blieler Contact Centre Director from Wisconsin based WPS travelled from the USA to explain how speech analytics on day to day calls were transforming her business with demonstrable benefits. Closer to home Paul Miller, Call Centre Director at Prolog highlighted that across the industry as a whole, 91% of consumers have had a bad contact centre experience. One cause of this problem was due to contact centres producing statistics but failing to measure what the customer truly wants. However Paul stated that you can recognise and manage these problems more efficiently by using smarter technology such as customer satisfaction platforms.

Commenting on the conference, **Richard Mill, Director at Business Systems Limited** said *"We are extremely pleased with the feedback, the delegates are telling us we have got it right. We host these conferences to share best practice among the contact centre industry and clearly it is working. Our aim is to be informative, engaging and to provide contact centre professionals with a networking opportunity."*

This way they understand a little more about the technology and the issues that are out there. The real benefits for delegates will be the payback they can deliver within their own organisations in due course if they can spread the word internally.

Business Systems have been hosting annual events for the past 8 years and this conference is the 4th in the current series. Other conferences are expected for later this year and 2008.