



**ICMI empowers organizations worldwide to optimize the efficiency, effectiveness and strategic value of their call centers.**

### **Resources**

Best Practices & Forums



### **Events**

Conferences & Expos



### **Training**

Professional Education



### **Certification**

CIAC Certification &  
ICMI Site Certification



### **Consulting**

Results-Driven Solutions



**Network with Call Center Professionals at [icmi.com](http://icmi.com)**

**The contact center community knows ICMI as the resource for expert advice and practical knowledge.**

**We want the community to also know YOU!**

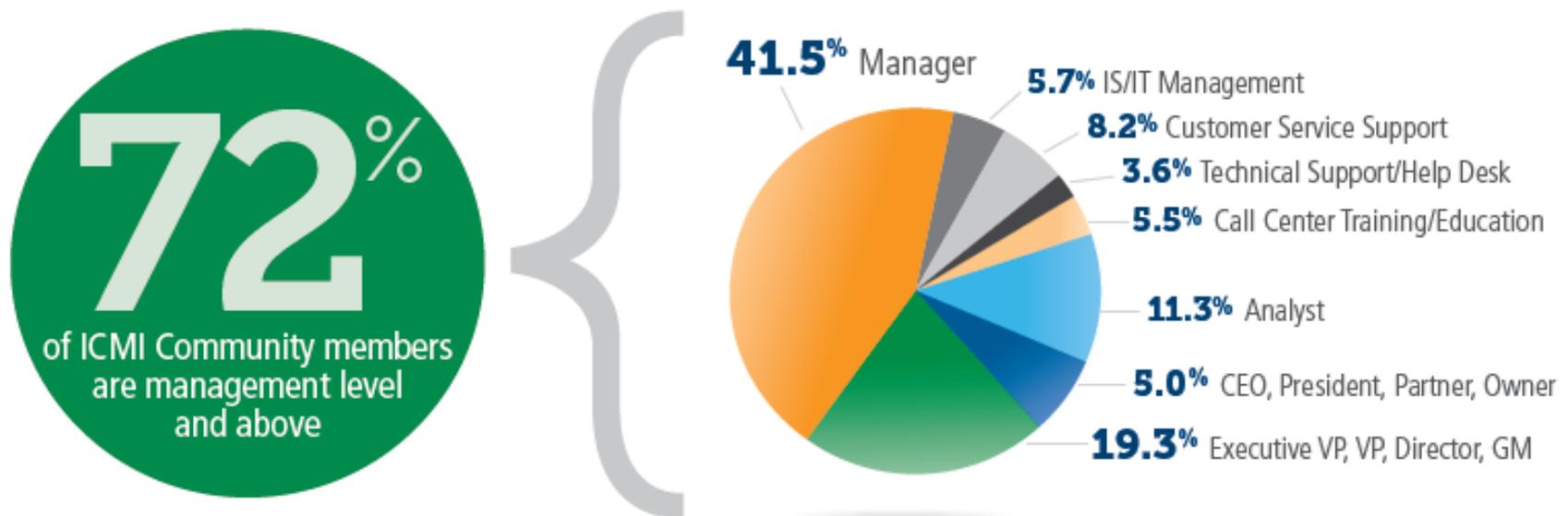
ICMI is looking for experienced writers, speakers, artists, and other amazing talent to help educate our community!

ICMI content is delivered in many ways, and we can help determine the best way to share your experience.

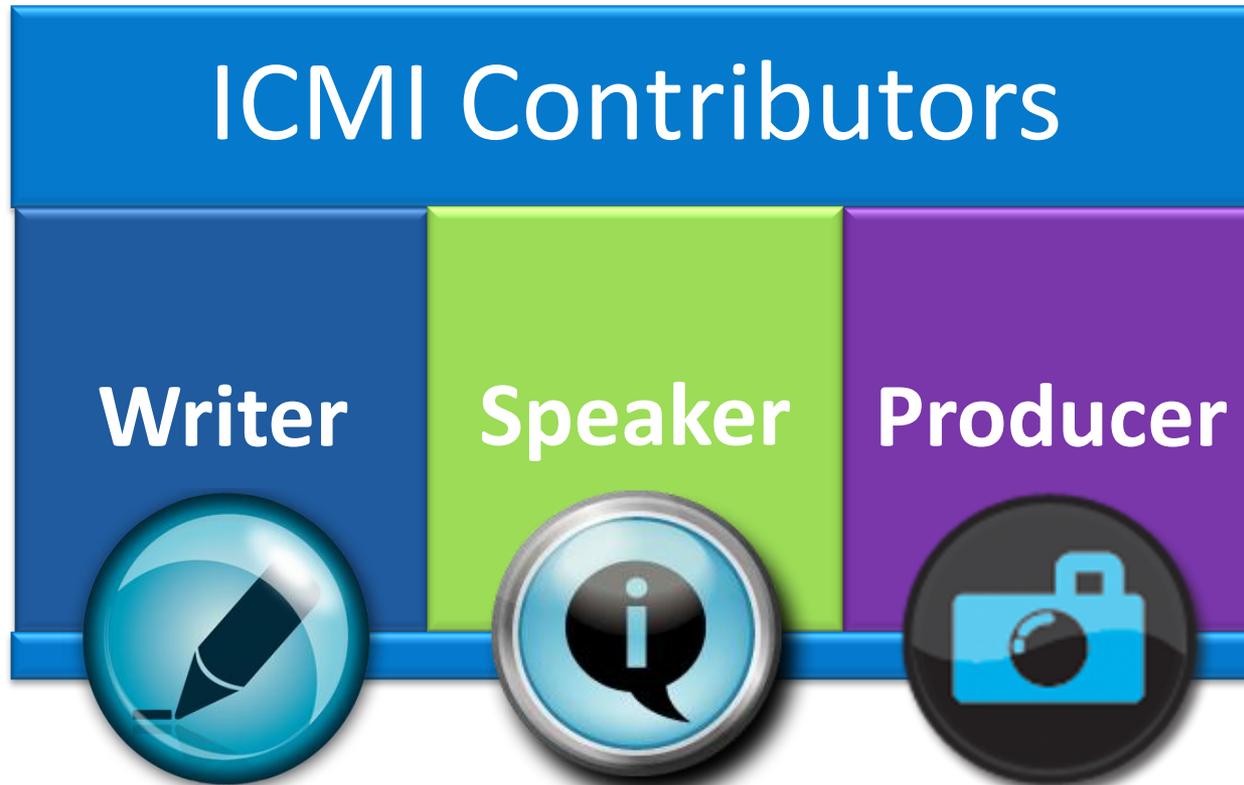
Whether you want to write about it, draw it out, or speak your piece, we want your expertise!

With over 35,000 visitors a month viewing multiple pages per visit, icmi.com receives over 95,000 page views a month...

We want the community to find you through icmi.com!



ICMI is looking for content from 3 key contributor types



## ...in several captivating formats



### Writer

- **Article:** fact-based and informative report in 800-2000 words
- **Blog:** informal and conversational story in 500-1000 words
  - ICMI hosted and written specifically for us
  - Hosted on your site and linked/promoted by us



### Speaker

- **Educast:** pre-recorded presentation built in PowerPoint with voice-over
- **Webinar:** real-time web presentation using PowerPoint with live audio/Q&A
- **Event Speaker:** presentation or panel at ICMI conferences



### Producer

- **Infographic:** graphic or visual representation of info, data or research
- **Cartoon:** illustrated visual art; a drawing or painting
- **Site Tour:** a walkthrough of a contact center
- **Video Blog:** video version of a blog in YouTube style format
- **Photo Blog:** photographic version of a blog using pictures to tell a story

...and in many engaging ways!



1. Expert Angle
2. “The ICMI Way”
3. Tips & Tricks
4. The Face of the Frontline
5. Case Study
6. Real-life Customer Service
7. Expert Interview
8. Before-and-After
9. Newcomer Commentary
10. Specialty Snapshot
11. Training Teaser



## Your professional perspective on relevant industry topics

**Our Community Need**: A newsworthy, yet opinionated perspective on one relevant and current industry topic

**Your Voice**: Using your vast experience and expert viewpoint, you will talk about:

- Industry news and current developments
- State-of-the-industry ideas or concepts
- Technology reviews and walkthroughs
- Issues faced in the contact center and your solutions
- An insider's view of culture, morale, or processes

**Your background**: Industry C-level, 10+ years contact center management-level, ICMI advisory board, current speaker or industry expert



## Your fresh take on the “tried and true” ICMI practices

**Our Community Need**: The basics of running and managing a contact center using ‘Call Center 101’ knowledge

**Your Voice**: You’ve been in the contact center for years and know the baseline knowledge that every manager can use. Now is your chance to share:

- Metrics and KPIs
- Practical examples and dialogue using topics in Brad Cleveland’s “Call Center Management on Fast Forward”
- Call Center Dictionary term definitions and discussion
- Responses to frequently asked QueueTips questions
- A cool new twist on a standard process or industry standard

**Your background**: Contact center management or executive, supervisor, contact center support specialist (QA, WFM, Training)



## Your firsthand voice and tangible examples

**Our Community Need**: Tangible examples of how things can be done, and how others have done it well. Quick takeaways that can be implemented in their own contact centers today, tomorrow or in the near future

**Your Experience**: You know that contact center managers and agents don't always have a lot of time. You'll take your expertise and consolidate it into:

- Fast facts about the contact center
- Tips, tricks, or things that are relevant to a contact center manager or employee
- Quick anecdotes to get the community thinking
- Lists that could be referenced, hung up in cubicles, or shared through social media

**Your background**: Contact center management or executive, supervisor, contact center support specialist (QA, WFM, Training)



## Your tales, your challenges, your triumphs, your voice

**Our Community Need**: Agents love to hear from other agents; managers and executives want to hear from other frontline talent

**Your Experience**: You are the true face of the frontline. You are the voice of your customer and of your company. (We can talk about anonymity!)

Make your voice heard by:

- Recapping real-life customer successes and challenges
- Recounting the best things a supervisor can do for an agent
- Discussing exciting ways of providing peer assistance
- Providing insight into the most effective ways that companies can keep the frontline happy and fulfilled
- Divulging what makes you love your job!

**Your background**: Contact center supervisor or agent



## Your personal story from inside the contact center

**Our Community Need**: An exclusive look at a successful contact center with a focus on one specific initiative, implementation or partnership

**Your Voice**: Take the community inside your contact center and introduce them to:

- A technology implementation (works great in partnership with your vendor)
- The lifecycle of a project from beginning to end
- One of your rockstar employees who directly impacts the success of your contact center or greatly enhances the customer experience

**Your background**: Contact center management-level, ICMI advisory board, industry expert, contact center technology vendor



## Your good, bad, and the ugly of customer service in the real-world

**Our Community Need:** It's one thing to read books and attend training classes to learn how to run a contact center. The community also wants to learn from the real-world

**Your Experience:** You are passionate about the customer experience and pay attention to how other companies are providing it:

- Examples of great customer service – from a waiter, a flight attendant, or the owner of your favorite store
- Online versus in-person customer service differences
- Trends from other industries or companies
- Innovative CSAT surveys, refund or credit opportunities or follow-up
- Things not to do to please the customer!

**Your background:** Anyone who cares about the customer experience!



## Your conversation with an expert in the customer service industry

**Our Community Need:** A concise and informative interview with someone prominent in the customer service industry

**Your Experience:** You have access to a speaker, an author, your executive, or just someone amazing who is making an impact on the customer service industry.

Share their story:

- With an engaging Q&A session
- Through rapid-fire storytelling
- By having them describe their innovation or philosophy ,and then having others give reviews on the impact to the industry

**Your background:** Industry C-level, contact center management-level, ICMI advisory board, industry expert, contact center support specialist (QA, WFM, Training)



## Your comparative look at your contact center...before and after

**Our Community Need**: An opportunity to see the real impact of a initiative onto a contact center, its environment, its customers and its people

**Your Experience**: You've recently launched a major initiative that changed the way your contact center looks, feels, or operates. What is it, how did the journey go, and what lessons did you learn?

- Demonstrate the gains of a major technology implementation
- Describe the before and after of HR, morale or culture initiatives on your customers and your employees
- Talk about your life today versus a year ago after you chose to outsource, open a new site, or change vendors

**Your background**: Industry C-level, contact center management-level, ICMI advisory board, industry expert, contact center support specialist (QA, WFM, Training)



## Your newcomer's view of the contact center industry

**Our Community Need**: Our newcomers want to know what to expect and what working in this dynamic industry is like

**Your Experience**: You are still pretty new to the contact center industry, but you've had the opportunity to attend ACCE, Call Center Demo, or have a great contact center mentor. Here's some things to share:

- Your "AHA Moment" when listening to a speaker or presentation
- The one mistake you wish you could have avoided
- The best tip that you received from an expert

**Your background**: Contact center management with less than 2 years experience, supervisor, contact center support specialist (QA, WFM, Training)



## Your opportunity to let your specific specialty shine!

**Our Community Need**: A chance to learn from the best and the brightest in our support fields – WFM, QA, training, reporting or customer insight

**Your Experience**: You do something specific and pretty amazing. Not all contact centers get to have dedicated people like you, so give the community an opportunity to learn:

- What challenges are overcome with your specific role
- How the department justifies the ROI for your position
- The impact you/your team have had on metrics, KPIs, or the customer experience

**Your background**: Contact center management-level, ICMI advisory board, industry expert, contact center support specialist (QA, WFM, Training)



## Your post-ICMI training recap and rundown

**Our Community Need**: An opportunity for the community to get a glimpse of the great content and knowledge taught in ICMI training courses

**Your Experience**: You've had the advantage of attending an ICMI training course, either in person or virtually. Here's your chance to share some of what you learned:

- Partner with one of our trainers to create a “student-teacher” perspective
- Tease the topics and information, and encourage others to attend valuable training

**Your background**: Contact center management or executive, supervisor, contact center support specialist (QA, WFM, Training)



# Appendix: Deliverable Examples



## External Agent Attrition **Why Agents Leave?**

**50.8%**  said "external agent turnover" accounted for up to **50%** of their overall attrition.

### So, Why Do Agents Leave?

It is an established belief that agent salaries are a primary factor in agent attrition.

**However, ICMI uncovered that salary is NOT the top reason for attrition:**



**59.5%** of those said that salaries are not a frequent reason for external attrition.



Federal minimum wage is **\$7.25** per hour ([www.dol.gov](http://www.dol.gov)).

### Top Drivers of Attrition:

[Click here to see the full infographic, and many other examples.](#)

## From Egg Salad to Customer Service

When I am on the receiving side of customer service gone south, I am forced to wonder if the negative experience was a one-off fluke or — and this is what really terrifies me — is this organization consistently falling short of their customer's expectations?

*"Remember, people will judge you by your actions, not your intentions. You may have a heart of gold - but so does a hard-boiled egg." -Maya Angelou*

### Justin Robbins at Call Center Demo & Conference 2012:

#### [Session 201: Elevating Customer Experience through FCR Success at Hershey.](#)

Earning the loyalty of a customer requires an increase in customer satisfaction. Are your agents equipped with the right tools and resources to create a one call experience? Hershey Entertainment & Resorts elevated their guest experience by improving first call resolution (FCR). Through merging their reservations process from multiple locations into one center, they converted their property management systems and revamped training processes to best equip their agents with the right resources. Hear first-hand the business pains they were looking to solve, the approach they took, and how they successfully created a one call experience for their guests.

Now, please don't get me wrong. I love a well-intentioned employee just as much as I love hard-boiled eggs. I recognize that hard-boiled eggs (and well-intentioned employees) have an undisputed belonging in time and space. An egg salad sandwich, for example, is nothing without the hard-boiled egg. Alternatively, that same hard-boiled egg would not fare well in the summer heat of your locked car. Upon opening your door, the pungent smell would force you in a call to action. It would be difficult to ignore the fact that a change needed to happen. What I have a problem with, however, is when a well-intentioned manager brings a new employee into their organization and then sends them into the workforce ill prepared and under equipped. The employee might be successful or, in most cases, will fester, decay, and eventually become another percentage point on your turnover analysis.

I've encountered numerous situations where poor customer service "stinks up" the reputation of a brand with seemingly no call to action. Whether it is

confinement to scripting, poor training or most commonly, an attitude of indifference, organizations can unknowingly build poor customer service into their existing policies and procedures. Whether we choose to admit or acknowledge it, we could all probably pinpoint something about our own customer experience that is less than desirable. That begs me to ask the question, "What are you going to do about it?"

Maybe you've recognized that your organization struggles with this (that is, after all, the first step) but it doesn't have to stay that way! Change. Is. Possible. It won't happen overnight and it won't always be easy, but it will be worth it. You can lead the revolution to enhance your organization's ability to provide amazing service.

Now that I have your intentions in check, let's work on your actions. Here are some easy steps to put you on the road to customer service success:

[Click here to see the full blog posting, and many other examples.](#)

## Examples from our Monthly Cartoon Contest



[Click here to see the full cartoon posting, and many other examples.](#)

## Behind the Scenes at NOVO 1

### A Brilliant Customer Experience

NOVO 1's mission statement: *To power way cool people to create a brilliant customer experience*

NOVO 1 touts itself as being customer-obsessed. In fact, one of the first team members our group encountered on our tour was Laura Adams - NOVO 1's customer doll.



Laura and her furry companion are not just for show. They are there as a reminder to the team that the customer is always at the center of every conversation. This living-room area is located in middle of the contact center floor, and where the team holds their interviews, coaching sessions and other meetings.

The NOVO 1 headquarters is a lively and colorful place to work. The company even celebrated their new partnership with Bloom Health by painting a portion of the contact center in the company's colors!

[Click here to see the full site tour posting, and many other examples.](#)

## 3 Ways that Pressure Can Reduce Service Levels

Call center representatives are often faced with situations that cause them to be under enormous amounts of pressure, such as when hold times soar, email queues spike, and supervisors run themselves ragged trying to keep their team going. Service failures typically increase as pressure rises, and some common practices found in many centers can amplify pressure and make matters worse. Here are three examples along with a simple solution for each one.

**Jeff Toister at Call Center Demo & Conference 2012:**

[Session 403: Journey to a Customer-Focused Culture](#). What's the secret to outstanding customer service? Legendary customer service companies all have one thing in common – a customer-focused culture that's more than just a clever slogan crafted at an off-site retreat. Establishing and building a customer-focused culture is a continuous journey, requiring hard work, dedication, and commitment at all levels of the organization. A culture that drives employee performance, retention, and engagement enables companies to earn more referrals, retain more customers, and deliver service more efficiently than the competition. Through experiential activities, collaborative discussion and real-life examples, you will take away actionable ideas to implement upon returning to your center.

### 1. The Display

Chances are that your call center has displays that provide real-time updates of the number of calls in queue, average wait time, and other vital stats that impact the average speed of answer. Speed of answer is an important service metric, so these displays also let call center reps know that they need to try to finish calls faster, or reduce their wrap-up time when call volumes are high.

Reps may improve speed of answer when they work faster, but working faster can negatively affect other important service quality metrics such as first call resolution and customer satisfaction. For example, in one call center I worked with, the reps put off so much of their wrap-up work in an effort to take more calls that customers would end up calling back to check the status of their issue. This increased call volume even more and negatively impacted first-call resolution suffered. The displays continued to cause problems when call volume was light because the overworked reps took this as a signal to relax and recover mentally, rather than seize the opportunity to catch up on a backlog of after-call work. Ultimately, customer satisfaction suffered, because it took even longer for customers to get a resolution to their issues.

[Click here to see the full site tour posting, and many other examples.](#)

## From One Rock Star to Another

### Overview:

From one Rock Star to Another! Join a community full of contact center rock stars! ICMI celebrates Customer Service week by motivating every level and every role in the contact center to be their daily best.

[Register >](#)[View all webinars »](#)

Author, speaker, and social evangelist, Dayna Steele will entertainingly share experiences from her extraordinary life and tips from her recent book, "101 Ways to Rock Your World: Everyday Activities for Success Every Day". She will arm participants with the tools to not only build a team of Rock Stars, but also be a team player within a high-performing center. Readers' Digest Magazine calls Dayna "one of the 35 people who inspire us", and she'll have everyone inspiring their own team with these simple and motivating techniques. Dayna has something to offer everyone involved with the customer experience!

**Attend live with your team while you celebrate the spirit of service. In between laughter, you will learn:**

1. PASSION! The reward for embracing challenges
2. KNOWLEDGE! Winning over the most difficult of customers
3. APPRECIATION! How to not hate the hardest questions

At the end of the webinar ICMI will recognize our own group of Rock Stars! The community nominated the best of the best, and we will announce the "Spirit of Service" award winners! There is no better way to celebrate Customer Service week, than celebrating with those committed to providing Rock Star customer service every day!

### Presenters

**Dayna Steele**  
Speaker, Author, Entrepreneur



Dayna Steele is a success speaker, business author, serial entrepreneur, and a social media evangelist as well as a Hall of Fame radio personality, FastCompany.com Expert Perspective blogger, business advisor, and nationally recognized media personality. She is the author of 101 Ways to Rock Your World: Everyday Activities for Success Every Day and Rock to the Top: What I Learned about Success from the World's Greatest Rock Stars.

[Click here to see the complete webinar and many other examples.](#)