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Call Center Industry Veteran and ICMI Senior Advisor Brad Cleveland Speaks at Federal Government's Contact Center Council Event Focused on Leading Edge Practices in Engaging with US Population

Council Comprised of TSA, IRS, SSA, and Others to Present Position Paper to Obama Administration on Role of Contact Centers in Serving US Citizenry Better

Princeton, NJ – February 20, 2009 – Renowned call center industry expert Brad Cleveland spoke at a Washington, DC event last Tuesday hosted by the Federal Government's Contact Center Council. Cleveland, Senior Advisor on Industry Practices with the International Customer Management Institute (ICMI), discussed the future of contact center management with event attendees. The Government Contact Center Council (G3C), formed in early 2008, includes representatives from the Transportation Security Administration (TSA), the Internal Revenue Service (IRS), the Social Security Administration (SSA), the Department of Education, the National Institute of Health, and other federal agencies that administer contact center operations. Combined, these agencies handle tens of millions of contacts every month from the U.S. population, and many require operations that can respond rapidly to critical events.

Having formerly led ICMI—the leading global organization dedicated to contact center professional services—Cleveland's expertise lent to the council's objective of improving constituents' experiences and increasing efficiencies at every level of the contact center. According to the Council's strategic plan, the group seeks to share best practices, research, and personal experiences in order to improve services provided to the public by contact centers across the Federal government. The Council is also focused on knowledge gained from the implementation of new technologies, including web collaboration, chat and web services tools and related processes, in order to find cost effective ways to deliver quality services.

"New communications services and Web 2.0 communities are rapidly pushing call center advancements," said Cleveland. "This council recognizes the need for robust and responsive services in an era when information travels so quickly. It's exciting to see this kind of sharing across such influential departments."

The Government Contact Center Council is now working on a position paper for the Obama Administration that addresses the important role of contact centers in serving citizens. To learn more, visit:

<http://www.usaservices.gov/communities/CouncilofGovernmentContactCenterLeaders.php>

"Contact centers are on the front lines of citizen engagement," noted Robert Smudde, Contact Center Council Chair with the U.S. General Services Administration. "It is a great value to have leadership from each of these critical agencies actively collaborating."

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals—from frontline agents to executives—who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including: Training and Certification, Consulting, Events, and Informational Resources. Founded in 1985, ICMI continues to serve as one of the most established and respected organizations in the call center industry.



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