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Think Services' ICMI Call Center Demo & Conference Introduces All-New Session Line-up for 2009

75% of educational conference program offered for first time ever at an ICMI event

Princeton --- February 4, 2009 --- The Call Center Demo & Conference, taking place February 25-27, 2009 at the Hyatt Regency Miami in Miami, Florida, will feature an educational program with almost entirely new sessions and content. Conference sessions are offered across five distinct areas of learning: "The Power of People," "Improving Operational Effectiveness," "Strategy & Leadership," "Today's Technology-and Tomorrow's," and "Knowledge Exchange Discussion Groups."

New educational sessions will include:

"But I Wasn't Hired to Sell": A specialized approach for Call Center Managers to convert a resistant service-minded organization into a proactive sales team. Templates for the most critical reference tools required for up-selling will be included, as will skill development exercises to help reps further customer relationships while growing revenues. Tom Stanfill, Founding Partner/CEO of Aslan Training & Development, will lead this session.

"Harnessing Technology to Deliver Better Management Metrics": A panel of industry experts will deliver insight on caller experiences, business impact and organization-wide responsibilities. This session will include information vital to call centers who are tackling such core industry measures as First Call Resolution, Voice of the Customer, and multimedia/multichannel contact handling. The panel will consist of Gerry Barber, Call Center Senior Leader for Deloitte Services, Lori Bocklund, President of Strategic Contact, Inc., Jim Borum, SVP – Client Services for RDI Marketing Services and Jim Rembach, Vice President for Customer Relationship Metrics.

"Managing Your Operation in Times of Turmoil": An in-depth session that relays three key strategies to help navigate turmoil in the face of downsizing, outsourcing, turnover, resource issues, or a myriad of other challenges. Larisa Reilly, Director of Reservations for Hornblower Cruises & Events, is the speaker.

"How Speech Analytics Helped Our Customers Make Us a Better Company": This case study will demonstrate how Pitney Bowes, created an organizational model and process around Speech Analytics that fully leveraged the voice of the customer, and will show call centers professionals how to see real, quantifiable results from their speech analytics investment. Emily Danese, Manager of Process Re-engineering for Pitney Bowes Inc. and Rahm Fehr, Senior Program Manager for Speech Analytics, Verint Witness Actionable Solutions will be the industry professionals sharing their success story.

"We are thrilled with the depth and breadth of our offerings," said Joy Sobhani, Conference Program Director. "This event offers a vast variety of content, and will appeal to call center professionals no matter what their level of experience."

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: Membership, 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.

About Think Services

Think Services connects specialized communities worldwide using educational events, consulting, training, certification, and innovative media. Providing comprehensive opportunities for people to learn from, network with, and inspire each other, Think Services builds strong brands and works within communities to foster a unique affinity with its products and services. The division's flagship products include the Game Developers Conference, the Webby Award-winning Gamasutra.com, *Game Developer* magazine, the International Customer Management Institute (ICMI), and HDI. Think Services is a subsidiary of United Business Media, a global media and marketing services company with a market capitalization of more than \$1.6 billion. To learn more, visit www.think-services.com.