

# People & Workplace Issues Tackled Head On at Call Centre Expo 2003 Conference

Submitted by: UBM plc  
Tuesday, 10 June 2003

---

Leading industry experts will offer real-life, practical solutions to delegates on the People & Workplace track within the Call Centre Expo 2003 Conference. Taking place from 16-17 September this year at the Birmingham NEC, the Call Centre Expo 2003 Conference, sponsored by Nortel Networks, will also feature sessions on Call & Contact Centre Technology and Business Process & Strategy issues.

The presentations will feature tried, tested and effective solutions via a conference programme that is case study led. Aimed at decision makers involved in any aspect of telebusiness and customer contact, the People & Workplace conference sessions will feature the following presentations:

## Day 1

**Retention & Absenteeism: Unleashing the power of the employee.**

Hear how Abbey National reduced attrition & sickness rates while dramatically increasing productivity. Presented by David Conway, Director for Foretel Ltd and John Davison, Head of Customer Service for Abbey National.

**Training & e-Learning: Outstanding agent performance the missing ingredients.**

Understand how Lincolnshire Police used practical steps to remedy low, stagnant and underachieving agent performance.

Presented by Glen Bracey, Director for Future Vision Training and Ian Hartley, Call Centre Manager for Lincolnshire Police.

**Career Structure & Development: A blueprint for successful people management in contact centres.**

See how Manpower & Barkers Norman Broadbent adopted a people-centric approach to improve the quality of customer service delivery.

Presented by Annette Lucas, Head of Contact Centre Solutions for Manpower UK Ltd.

**Recruitment: Beyond aptitude tests how to increase the choice of agents & improve their performance.**

Learn how Nottinghamshire County Council benefited from taking advantage of local employment initiatives.

Presented by Paul Miller, Business Development Manager for Prolog Connect and Chris Calladine, Project Manager for Nottinghamshire County Council.

## Day Two

**Environment: Agent seating optimisation.**

See how Lloyds TSB improved customer service & staff morale by optimising seating arrangements and

utilisation of workspace.

Presented by Lynne Howells, Manager, Change Support, for Lloyds TSB and Corin Superfine, Manager for Lanner Group Ltd.

Creating a Change Culture: Four frogs, fluffy dice, helium balloons & the use of emotional intelligence.

Hear how TXU Energy tackled change & motivation to create an improved call centre culture with tangible business results.

Presented by Ros Taylor, Director of Psychology and Ron Nicoll, Chairman for Four Frogs Ltd.

Performance Measurement: Integrating communication, training & incentives to optimise staff motivation, customer service & brand consistency.

Discover how BSKyB integrated staff communication, incentives & training across 13, 000 call centre staff with 90% staff participation.

Presented by Jon Derry, Chairman for KLM and co-presenter from BSKyB tbc.

Coaching & Motivation: Why coaching is critical in call centres.

Understand how Egg used coaching to increase performance and improve productivity.

Presented by Amanda OBrien, Consultant at Acadamee and co-presenter from Egg tbc.

"The issue of staff recruitment and retention is key to the success of today's call & contact centre," explains Kate Watts, Conference Manager. "Indicators within the industry show that absenteeism, low staff retention rates and performance figures are improving, however organisations need to take measures to ensure people & workplace issues are being continually enhanced for even better results. By attending the People & Workplace conference sessions, delegates will learn from the experiences of organisations that have successfully tackled these issues head on."

Four half-day Executive Masterclass sessions will be held in conjunction with the conference to provide an interactive environment in which senior decision-makers can find the solutions to their call and contact centre issues. Each session will include group discussion, break-out sessions and team work.

To book your place at the conference or for further information on the event, please visit [www.callcentre-expo.com](http://www.callcentre-expo.com) or call +44 (0)20 7921 8517.

###

Notes to Editor:

About Call Centre Expo

Call Centre Expo 2003 will take place 16-17 September 2003 at the Birmingham NEC, Birmingham, UK. Call Centre Expo 2002 saw an increase in attendees, with 7,774 (ABC Audited) compared to 7,717 attendees for 2001 (ABC Audited). Since its launch in 1999, Call Centre Expo has seen phenomenal and continued growth from exhibitors, visitors and conference delegates alike.

## About CMP Information - IT & Games Division

CMP's IT & Games division has more than 20 years of experience in producing industry leading, business-to-business events and publications for the high-tech markets. It remains at the forefront of the industry by continuously developing existing events and adding new products to its division. CMP's current successful products include CCF (Call Centre Focus) magazine; Networks for Business, GeoSolutions, GeoNorth, Technology For Marketing incorporating Technology For Customer Service and Technology For Sales, Call Centre Expo, Call Center Expo Europe, ECTS, GDCE and SCoRE events; The Call Centre DataFile, Call Centre Management Yearbook, CMP Intelligent Marketing, CMP Interactive events and the Call Center Media Portal.

### Press Contact:

CMPi: Toni Cullen, Tel: +44 (0)20 7921 8518, email: [tcullen@cmpinformation.com](mailto:tcullen@cmpinformation.com)