

Call & Contact Centre Technologies Discussed at Call Centre Expo 2003 conference

Submitted by: UBM plc
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The Call Centre Expo 2003 Conference, sponsored by Nortel Networks and co-located with Call Centre Expo 2003, will feature leading industry experts offering practical solutions to delegates at the Call & Contact Centre Technology conference sessions. Running alongside the Call & Contact Centre Technology sessions will be two further tracks People & Workplace and Business Process & Strategy. It will take place from the 16 -17 September 2003.

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 Call & Contact Centre Technology conference sessions will feature the following presentations:

Day 1

Self-Serve Solutions: Customer self-service getting it right & reaping the benefits.

See How Sony reduced costs & improved customer service & staff morale by adopting a self-service solution.

Dr Davin Yap, CEO for Transversal and Andy Barker, Director of Consumer Services for Sony Computer Entertainment Europe.

IP, VoIP, V2oIP, IP-ACD, IP-PBX: Re-assessing the opportunities for IP call centres.

Now that the hype has subsided, what is the future for IP call centres? Benefit from a market overview.

Presented by Robin Goad, Marketing Analyst, CRM for Datamonitor.

Speech Solutions: Personalise the customer experience using speech technology.

Understand how SRC used speech solutions to dramatically increase levels of customer service by offering a friendlier & faster service.

Presented by Chantal Smith, Project Marketing Manager for Nortel Networks and Chris Hart, CEO for SRC.

Virtual Call Centre Solutions: Lessons SMEs can learn from eGovernment contact centre innovations.

Take advantage of case study examples from South East District Council amongst others & learn how to implement a virtual contact centre.

Presented by David McKenzie, Principal Consultant for CT Consulting.

Day 2

IVR The power of voice

See how Powergen designed & rolled out a new range of voice services for enhance ROI.

Presented by Mike Banbrook, Chief Consultant for Vocalis & Andy McKenzie, Applications Service Manager for Powergen.

Future Technologies: Communication in an instant - the rise & rise of Instant Messaging.

Understand consumer use of Instant Messaging & its potential crossover into customer contact.

Presented by Rufus Grig, Chief Technology Officer for Convergent Systems.

CRM & e-CRM: The reality of customer-focussed technologies.

Understand the importance of today's bleeding edge solutions. Which will become mass-market, and which will fall by the wayside?

Presented by Steve Morrell, Principal Analyst at Contact Babel.

Multi-Channel & CTI: CIM & CRM leveraging information to improve customer service & customer interaction.

Hear how IAS personalised their customer contact to become a customer-centric organisation.

Presented by Christian Ehinmola, Senior Consultant for Concerto Software (UK) Ltd and Barry Shereston, IT Director for Insurance Advisory Services.

"As customer contact becomes more intrinsically linked to technology, organisations need to understand how best to manage IT products in order to ensure its success," explains Kate Watts, Call Centre Expo 2003 Conference Manager. "Through the research and case study sessions, delegates will be able to learn from organisations that have first hand experience of dealing with the issues that can arise from technical implementation. The unique modular format of the conference programme will allow delegates to tailor their daily programme to suit their own requirements."

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 or call +44 (0)20 7921 8517.

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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.

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