

Technology Topics Tackled Head On at the Call Centre Expo 2004 Conference

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Europe's premier exhibition and conference for call centre and customer contact solutions

London, 27 July 2004. Nearly a quarter of call centre professionals do not yet have multi-media functionality in their call centres, according to a survey conducted by the organisers of Call Centre Expo 2004, Europe's premier exhibition and conference for call centre and customer contact solutions. Despite the progress of call centre technology and the ever-increasing demands of customers the survey results suggest that a number of call centres are not fully harnessing the available technologies. The Technology seminar track at the Call Centre Expo 2004 Conference will help call centre professionals to do just that.

Running alongside the Call Centre Expo 2004 exhibition on 29-30 September 2004 at the Birmingham NEC, the Call Centre Expo Conference will also feature both People and Strategy tracks. Conference delegates will hear from respected authors, research bodies and leading industry consultants on the best ways to tackle contemporary practical issues facing call centre and customer contact professionals.

Sponsored by Witness Systems, the Technology track of the Call Centre Expo 2004 Conference Programme includes the following seminar sessions:

- The key challenges of eChannel self-service excellence
- Iain Patterson, Head of Marketing & Communications, British Gas

- Contact centres in the public sector - creating a single integrated view of the citizen
- Andy Hanrahan, Account Manager, Aspect Communications & Jon Yates, Contact Centre Project Manager, Knowsley Metropolitan Borough Council

- Betting - strategic deployment of speech recognition & the user interface
- Ro Iyengar, Managing Director UK, VeCommerce UK Ltd & Phil Morgan, Operations Director, Littlewoods Bet Direct

- Workforce optimisation technologies: The essential differentiator
- Tom Pringle, Technology Analyst, Datamonitor, Plc

- Enhancing customer experience through IPT & the contact centre
- Andy Roberts, Director, Sabio & Rob Matthews, Operations/IT Manager, Yorkshire Building Society

- Improved customer service through technology convergence
- Cameron Ross, Sales Director, Veritape & Brett Edwards, Senior Operations Manager, Patientline

- Why technology sucks (& what shall we do about it)
- Rufus Grig, CTO Callmedia

- Avoiding application overload: Freeing call centre agents from IT
- David Davies, VP Products, Corizon & Jim Preston, Head of Technologies, BT Retail

"The Call Centre Expo Conference gives delegates the unrivalled opportunity to hear from key experts presenting thought leadership for the call centre industry," explains Kate Watts, Call Centre Expo Conference Manager. "The People, Strategy & Technology tracks of the conference programme work together to allow delegates to put customer contact at the heart of their organisations."

Single conference sessions start from just £129 (ex VAT), with discounts available for multiple sessions. For further information on the conference programme of Call Centre Expo 2004, please visit www.callcentre-expo.com.

-ENDS-

About Call Centre Expo:

Since its launch in 1999, Call Centre Expo has achieved extensive growth in both visitor and exhibitor figures. The show doubled in size between 1999 and 2000, and then again between 2000 and 2001. Call Centre Expo 2003 attracted over 200 exhibitors and 7,082 attendees (ABC Audited). Call Centre Expo 2004 will take place on 29-30 September 2004 at the NEC, Birmingham, UK.

About CMP Information

CMP Information is the UK-headquartered professional media division of United Business Media plc.

Operating in the UK, US, Asia and Europe, CMPi delivers business media solutions to a number of industry sectors. Its products including magazines, exhibitions, conferences, awards, directories and websites are targeted at business professionals across a range of markets; these include Building & Property, Healthcare, Entertainment, Travel, Agriculture, IT & Games and Print.

Amongst its well-established brands are industry leading publications including Guitar Player, Building, Pulse, Travel Trade Gazette, Building Design, Property Week, Music Week, and Chemist & Druggist. CMPi also has a number of leading directories, compendiums and information services such as the Building Product Compendium, Benns Media, The Knowledge and the Professional Series. It also has a number of exhibitions recognised as the pre-eminent events in their respective market sectors. These include CPhI, FIE, The Interiors Event, ACPO, International Fire Expo and IFSEC.

CMPi's magazines reach over 1.3 million readers directly through subscription, newsstand and controlled circulation, while over 250,000 business professionals and marketers visit its exhibitions each year. CMPi has approximately 1,000 employees and in 2003, CMPi's revenues totalled £135m and its profits were £25.3m, providing around 25% of UBM's group operating profits.

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