

# Amcat announces FREE 'best practices' seminars in May

Submitted by: TTA Communications (Bath)

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Amcat announces FREE 'best practices' seminar series in May at choice of UK locations

- In 'The Art of Making Contact', industry experts discuss how contact centres can implement inbound and outbound Best Practices while retaining profitability

Manchester, UK – 25th April 2005 - Amcat, a leading global supplier of contact centre solutions, is assisting contact centres to adopt "best practice" techniques yet still maximise profitability. Amcat is inviting call centre executives and managers from all industry sectors, to attend a free informative and educational seminars and workshops during May so they can learn from industry experts and other call centres how to manage Best practices yet remain competitive and profitable. Guest speakers will include ContactBabel, Brookmead Consulting and 1CallDirect.

UK Managing Director at Amcat, Marcus Robinson commented, "Amcat is dedicated not only to providing technology solutions that maximise the bottom line of contact centres, but equally we want to ensure that they can achieve this whilst simultaneously adhering to best practice operations and industry regulations. The seminars have been designed to provide an independent forum for telemarketers who may be unsure of how legislation may affect them and are looking for authoritative guidance on conducting responsible yet productive campaigns."

There will be three 'The Art of Making Contact' events.

- 10th May 2005 at the London Stock Exchange,
- 12th May 2005 at the Lowry Hotel in Manchester
- 19th May at the Hyatt Regency in Birmingham.

Speakers include:

The Brookmead Report, commissioned by the DMA, reviewed the impact of increasing dialler use in the UK. Steve Smith, Director of Brookmead Consulting, will discuss key findings from their consumer research."

Steve Morrell, CEO of ContactBabel will be looking at the inbound side of Best Practice exploring how self-service can work effectively for call centres and their customers.

Stephen Tourish, Training Manager at outsourced contact centre 1CallDirect will talk about the role of call blending as a viable option for maximising contact centre efficiency within a compliant environment.

In addition, the afternoon session will offer attendees a choice of workshops that offer real examples of organisations adopting "best practice".

If you would like further details or would like to attend one of the seminars, call Amcat 0161 772 7100 or e-mail [smart@amcat.co.uk](mailto:smart@amcat.co.uk). Places are limited so please book early.

-ENDS-

Editor's Notes:

About Amcat:

Amcat™ is a leading provider of intelligent contact centre solutions to power dramatic increases in productivity, agent professionalism, and campaign management flexibility. Amcat solutions enable companies to increase operating efficiencies and to continually enhance the quality, capabilities and services available in their contact centre. As a result, contact centres see a dramatic increase in outbound and inbound productivity, a higher level of agent professionalism and the ability to make rapid adjustments to campaigns and operations. Founded in 1991, Amcat has a global customer base of more than 1,100 contact centres. For more information visit [www.amcat.co.uk](http://www.amcat.co.uk) or call 0800 169 2028.

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