



2nd annual contact centre

a **marcusevans** event

Edsa Shangri-La, Manila, Philippines
7th & 8th August 2007

"Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort."

Paul J.Meyer

Enhancing service quality and maximising productivity by
acquiring the right people, skills, strategies and technologies

marcusevans 

Our Business Partners

Gold Sponsors



Panasonic
ideas for life

Bronze Sponsors



Endorsers



HRD Gateway

Media Partner



Supporting Publication



The distinguished speakers:

Darren Smith Director of Customer Contact Centres
Qantas Airways

Jun Lau Chii Koon Vice President
United Overseas Bank Group, Singapore

Pauline Low Head Contact Centre
NTUC Income Insurance Co-op Ltd

Sidney Yuen Chairman
Hong Kong Contact Centre Association (HKCCA)

Patricia Neo Vice President Contact Centres Asia Pacific
Starwood Hotels

Eric Cheung Head of Customer Services & Technology Applications
CLP Power Hong Kong Ltd

Gloria Torres National Customer Service Manager
DHL Express, Philippines

Wally Mateo Head of Quality Management
Jollibee Foods Corporation

Alexander P. Evangelista Assistant Vice President & Head of Call Centre
Manila Electric Company (MERALCO), Philippines

Belinda Luk Assistant Vice President-Customer Relations & Marketing
Hong Kong Manulife Insurance

Maricar Bolisay VP- Head of Service Excellence
Standard Chartered Bank, Philippines

Maria Victoria R. Castillo Head of Service Excellence
Rizal Commercial Banking Corporation

Sanjay Sharma IT Advisor
IDBI Ltd

Deirdre Hutchinson Founder & Special Advisor
Call Centre Industry Association of Thailand (CCIA)

Philip Koh VP Customer Service
ING Insurance Bhd

Senior Representative
COPC Asia Pacific

Senior Representative
AVAYA

Dennis Tan Head of Contact Centre
Maybank Group

Acknowledgement

I would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates within the contact centre industry from Asia-Pacific and around the world who have contributed to and supported the 2nd Annual Contact Centre Congress 2007. I would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of marcus evans we hope you have a rewarding, enjoyable and productive time. I personally look forward to meeting you all and working with you at our future congresses planned in 2007.

See you in August!

Sangeetha Silvaratnam
Congress Producer

Register Now

Contact Marketing at **marcus evans**

Tel: +603 2723 6614

Fax: +603 2723 6699

Email: tanp@marcusevanskl.com

Overview

The call center industry is an emerging industry in the Philippines. The Philippine government estimates that the Philippines could capture 50 percent of the total world English-speaking market in 2008. According to industry forecasts, more than a million Filipinos would be employed in the call center industry, with more than US\$12 billion in revenues in the year 2010.

The contact centre industry in Asia Pacific is bustling with developments - from offshoring and outsourcing, to the migration of contact centres towards Internet Protocol, and a renewed focus on customer service in several developing economies in Asia.

Contact centres will continue to become a major part of the enterprise and move away from merely being the front desk of the organisation. Contact centres are becoming an integral tool that helps drive productivity while increased customer visibility helps enterprises in improving their sales and marketing strategies.

People, operations and technology are the 3 subjects which play an important role in a contact centre. Improving and excelling in these 3 areas should be the number one priority of all contact centre executives in order to achieve the ultimate goal - productivity.

2nd Annual Contact Centre Congress 2007 is designed to cater to the needs of people from the Human Resource, Customer Service, Operations and Information Technology department of a contact centre. Strategically streamed into 6 streams, this year's event brings together the latest and innovative ways to battle staff attrition and increase productivity in contact centres.

Who should attend?

CEO, COO, CIO

President, VP, Director, Senior Manager, Manager & Head of :-

- Operations
- Customer Service
- Human Resource
- Information Technology
- Training
- Recruitment
- Quality Assurance and General Managers, Supervisors, Team Leaders, Contact Centre agents/ Customer Service Representatives

From :

- Financial Services
- Healthcare
- Manufacturing
- Catalogue / Mail Order
- Telecommunications
- Airlines & Travel Services
- Recruitment Agencies
- Hotels
- Information Technology
- Logistics
- Media / Entertainment

Conference Agenda & Focus:

- Recruitment & Retention
- Customer Service Excellence
- Technology Intelligence
- Moulding Middle Level Management into future leaders
- Operational Excellence
- Integrating technology into business processes

Testimonials by Past Delegates:

APAC Contact Centre Congress 2006

"This event provided insight to how our clients think about the vendor & ways to assist in growing our vendor client relationships"

Steve Taylor
Influent Phils Inc

"This is my first time to attend a Marcus Evans congress & I find it very organized & the topics are very relevant to the needs of the industry, the staff is also friendly & approachable with most of them being solution-oriented. Good work!"

Airia Ventanilla
Business World

"A very organized & well-implemented conference"

Pia Fadri
Supply Chain Consulting

"You have a good professional team handling the congress & very well organized"

Maria Rosa Isabel P. Flores
Innovate Communications

"The event was well organized and carefully planned; most speakers were interesting & informative; only few repetition in different presentation - a wide area was covered; overall a very good program"

Marco Polo Dino
DHL Express

"A truly insightful congress which brings together experts & learners, searchers & vendors - a synergy of learning & networking"

Winston V. Dalida
Innovate Communications

Morning Plenary

0800	Registration & exhibition hall tour
0900	Opening address
0930	Panel discussion – Discussing government initiatives on the contact centre industry growth in the Philippines
1000	Plenary Address Two – Sponsor slot Senior Representative COPC Asia Pacific
1030	Morning refreshments & exhibition
1115	Plenary Address Three – Its all about the location : Highlighting conducive locations to outsource and overcoming language and cultural differences
1145	Plenary Address Four – Sponsor Slot
1215	Networking luncheon

Stream One
Recruitment & Retention

1330	Minimising staff attrition with intelligent recruitment techniques <ul style="list-style-type: none"> Sourcing and identifying people with the right mix of skills, experience and attitude for your contact centre business Recruiting people with the right attitude by asking the right interview questions Identifying the key criteria or attitude to look for in a potential candidate for a call agent position
1415	Boosting agent performance by creating a conducive working environment <ul style="list-style-type: none"> Using humorous elements for the design of a contact centre to create a friendly and less-stressful environment Realising the importance of having comfortable and lively workstations for increased agent morale Forging closer relationships between employers and staff by constantly having team-building activities Darren Smith Director of Customer Contact Centres Qantas Airways
1500	Afternoon refreshments & exhibition
1545	Sponsor slot
1630	An exclusive interview with the call centre agent <ul style="list-style-type: none"> Gaining insight into the life a call centre agent Highlighting challenges and addressing the fears of a call centre agent Discussing strategies to cope with the highly stressful and fast-paced working environment in a call centre
1715	Keeping your best performers and lifting up agent morale with the right coaching and training techniques <ul style="list-style-type: none"> Devising training programmes for various levels of agents Discussing various approaches for coaching and determining which approach would be most suitable for agents of different levels Grasping the importance of consistent training programmes for agents and how this will increase agent loyalty
1800	End of Day One

Stream Two
Customer Service Excellence

1330	Satisfying and retaining customers through increased First Call Resolutions (FCRs) and reduced rates of abandoned calls <ul style="list-style-type: none"> Devising strategies to resolve customer issues in the first call Taking a hard look at why customers call back and keeping a list of reasons for repeat calls Creating opportunities to "WOW" your customers by reducing the need for repeat calls with proactive call prevention strategies Gloria Torres National Customer Service Manager DHL Express, Philippines
1415	Maximising customer experience by understanding the key elements in quality monitoring <ul style="list-style-type: none"> Redefining quality monitoring Evolving from traditional quality management to customer experience management Engaging your customers in the quality monitoring process for better and accurate quality scores Patricia Neo Vice President Contact Centres Asia Pacific Starwood Hotels
1500	Afternoon refreshments & exhibition
1545	Sponsor slot
1630	Increasing customer service and loyalty whilst utilising self-service options and automated systems <ul style="list-style-type: none"> Self-service systems: a relief or a headache to customers? Minimising customer wait times and transfers by deploying excellent, easy-to-use and convenient self-service systems Overcoming customer frustrations and maintaining personal contact with speech-enabled self-service options Wally Mateo Head of Quality Management Jollibee Foods Corporation
1715	Eliminating causes of customer frustrations by listening, gathering and turning customer feedback into practical improvements <ul style="list-style-type: none"> Mastering the art of listening and translating customer feedback effectively Reducing noise levels in contact centres by effectively gathering and combining the voice of the customer from across the whole business Analysing customer feedback to track which areas of business are causing problems and fixing them immediately Maricar Bolisay VP- Head of Service Excellence Standard Chartered Bank, Philippines
1800	End of Day One

Stream Three
Technology Intelligence

1330	Generating revenue and increasing overall productivity in the contact centre by embracing latest technologies <ul style="list-style-type: none"> Investigating the use of speech recognition systems in contact centres Illustrating the benefits of Automated Speech Recognition (ASR) systems in creating revenue, minimising cost and improving agent productivity Justifying your ROI and realising how advanced technologies can save expenditure cost Eric Cheung Head of Customer Services & Technology Applications CLP Power Hong Kong Ltd
1415	Establishing greater consolidation and scalability with the best designs of Interactive Voice Response (IVR) systems <ul style="list-style-type: none"> Taking into account key factors or considerations before designing an IVR system Devising strategies to write scripts which are brief, clear and user-friendly Optimising your IVR system to human ways of thinking and responding, to reduce risks of customer dissatisfaction
1500	Afternoon refreshments & exhibition
1545	Sponsor slot
1630	Selecting the right Application Service Provider (ASP) to overcome limited budget, manpower and application expertise <ul style="list-style-type: none"> Looking at how ASPs can help improve the operations of a contact centre Identifying ways to select the right ASP Achieving quick return on investment with well-defined Service Level Agreements (SLA)
1715	Evolving from a traditional call center into a multi-channel, multi-functional and VoIP integrated contact centre <ul style="list-style-type: none"> Exploring various ways on how VoIP can be deployed to identify the right method for your contact centre Discussing single site VoIP, multi-site VoIP, home based agents and offshore VoIP deployments Selecting the right deployment of VoIP by clearly defining short and long term goals of your organisation
1800	End of Day One

Stream Four Moulding Middle Level Management into future leaders

0900	<p>Determining the right steps and procedures to evaluate team leaders and supervisors for outstanding performance management</p> <ul style="list-style-type: none"> Defining the criteria needed for team leaders and supervisors to become exceptional leaders Identifying key factors that should be weighed to rate the performance of team leaders and supervisors Maximising scorecards approach for quality, productivity and attendance management <p>Jun Lau Chii Koon Vice President United Overseas Bank Group, Singapore</p>
0945	<p>Preventing staff burnout with innovative strategies to manage the highly stressful contact centre environment</p> <ul style="list-style-type: none"> Identifying the sources of stress in a contact centre Streamlining appropriate stress management techniques to create an effective stress management plan Lifting morale and motivating staff with effective stress management techniques <p>Deirdre Hutchinson Founder & Special Advisor Call Centre Industry Association of Thailand (CCIA)</p>
1030	Morning refreshments and exhibition
1115	Sponsor slot
1200	<p>Boosting agent and middle level productivity by effective communication of organisational objectives</p> <ul style="list-style-type: none"> Establishing clear lines of communication between management and staff Understanding the importance of effective delivery of information on contact center motto and vision to the agents and team leaders Engaging your agents and team leaders by constantly updating them on the changes in company policies through effective communication <p>Pauline Low Head Contact Centre NTUC Income Insurance Co-op Ltd</p>
1245	Lunch
1400	<p>Developing great leaders by instilling the right skills in middle level management through extensive training programmes</p> <ul style="list-style-type: none"> Determining core areas in which team leaders and supervisors constantly face difficulties Designing training programmes to focus on these core areas of difficulties Emphasising on trainings like leadership management, employee management and time management skills for enhanced middle level management performance
1445	<p>Highlighting the long-term career opportunities in a contact centre to motivate the middle level management</p> <ul style="list-style-type: none"> Recognising the opportunities available for contact centre staff within and outside an organisation Changing the mindset of the middle level management to look at their job from a new perspective and to accept it as a career Guiding team leaders and supervisors to lead their agents in the right path
1530	Afternoon refreshments and exhibition
1615	Closing plenary One – Sponsor Slot
1645	<p>Closing plenary Two – Grasping the power of listening to customers in order to change customer attitudes towards contact centres]</p> <p>Sidney Yuen Chairman Hong Kong Contact Centre Association (HKCCA)</p>
1715	End of congress

Stream Five Operational Excellence

0900	<p>Ensuring successful outsourcing for enhanced operations</p> <ul style="list-style-type: none"> Mastering the do's and don'ts of contact centre outsourcing for increased cost efficiency and enhanced customer satisfaction Exploring business processes that can be outsourced and streamlining areas that should be managed in-house Looking at some reasons why outsourcing projects fail and devising back up strategies to bring the project back in-house
0945	<p>Interactive session on workforce management - Achieving the right size of workforce with excellent forecasting techniques</p> <ul style="list-style-type: none"> Formulating effective manual techniques to calculate workforce by forecasting the number of inbound and outbound calls Comparing manual techniques with more sophisticated technologies like Workforce Management System (WMS) in forecasting calls and staff scheduling Choosing the best approach of forecasting calls and staff scheduling for improved results in workforce management
1030	Morning refreshments and exhibition
1115	Sponsor slot
1200	<p>Upgrading productivity by discussing and improvising on contact centre performance metrics like service level KPI (Key Performance Indicators)</p> <ul style="list-style-type: none"> Defining acceptable customer service levels for your contact centre to ensure customer expectations are met and exceeded at all times Investigating key issues in service levels and which areas can be improvised for better performance Measuring operational and strategic metrics whilst discussing the key indicators of success in a contact centre <p>Maria Victoria R. Castillo Head of Service Excellence Rizal Commercial Banking Corporation</p>
1245	Lunch
1400	<p>Panel discussion Turning the contact centre from a cost centric into a revenue generating centre</p> <ul style="list-style-type: none"> Debating which to invest more in - people, technology or service Generating ideas to increase revenue in contact centres Benchmarking revenue generation strategies with industry leaders
1445	<p>Managing changes effectively in the dynamic and customer-focused contact centre environment</p> <ul style="list-style-type: none"> Maintaining a positive attitude among staff and welcoming changes which are necessary to improve productivity Implementing positive, meaningful change by understanding, influencing, guiding and shaping organisational culture Recognising reasons for resistance to change and overcoming them with effective strategies <p>Alexander P. Evangelista Assistant Vice President & Head of Call Centre Manila Electric Company (MERALCO), Philippines</p>

Stream Six Technology Integration into Business Processes

0900	<p>Delivering world-class customer service with integration of CRM (Customer Relationship Management) into business processes</p> <ul style="list-style-type: none"> Matching the right CRM software to your unique business processes by understanding your customer relationship strategies Shifting from a data-centric CRM model to a business-process-centric model Improving efficiency in business processes like cross-selling, recording and tracking of customer requests with CRM <p>Sanjay Sharma IT Advisor IDBI Ltd</p>
0945	<p>Case study Achieving competitive advantage by moving ahead with VoIP (Voice over Internet Protocol)</p> <ul style="list-style-type: none"> Examining how VoIP can allow contact centres to implement multi-media features (voice, e-mail, web chat, sms and fax) to serve customers Measuring cost savings and illustrating other benefits of using VoIP in a contact centre Realising the worth of moving to a pure IP contact center system and formulating an effective migration plan
1030	Morning refreshments and exhibition
1115	Sponsor slot
1200	<p>Maximising Knowledge Management for effective, accurate and quick delivery of information to customers</p> <ul style="list-style-type: none"> Establishing best practices in deploying a world-class knowledge management strategy to empower agents with the knowledge needed Leveraging a common knowledge management platform to ensure service consistency Reducing customer churn with advanced knowledge management tools <p>Belinda Luk Assistant Vice President-Customer Relations & Marketing Hong Kong Manulife Insurance</p>
1245	Lunch
1400	Sponsor Slot
1445	<p>Integrating CTI (Computer Telephony Integration) systems into business processes to improve customer service, employee productivity and reduce cost</p> <ul style="list-style-type: none"> Acknowledging the competitive advantage of using CTI systems and deriving strategies for implementation Matching CTI systems to existing systems like IVR and knowledge management systems Considering your existing computer network and telephone systems when implementing CTI to ensure maximum productivity and return on investment <p>Dennis Tan Head of Contact Centre Maybank Group</p>

2nd Annual Contact Centre

CONG45 Please write in BLOCK LETTERS

Sales Contract

Please print this form, complete it and fax back to

TAN PENG PHENG

FAX: +603 2723 6699

ON

BOOKING CODE: CONG45 FEE: US\$1495
EVENT: 2ND ANNUAL CONTACT CENTRE CONGRESS 2007
DATE(S): 7TH & 8TH AUG 2007
VENUE: EDSA SHANGRI-LA, MANILA, PHILIPPINES

Registration Details

1. Name _____

Position _____

Email _____

2. Name _____

Position _____

Email _____

3. Name _____

Position _____

Email _____

Organisation _____

Address _____

City _____ Postcode _____

Phone _____ Fax _____

Mobile No: _____

Nature of Business _____

Payment Method

Payment is required within five (5) days of receipt of the Delegate signed agreement

Please charge my

Visa MasterCard Amex Diners Club

Card Number _____ / _____ / _____ / _____

Card Holder's Name _____

Security Code: _____

Signature _____

Valid From _____ / _____ Expiry Date _____ / _____

Do you require travel visa? Yes No

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation

Name _____

Position _____

Email _____

Signature _____

Delegates shall be liable to pay any and all costs and expenses incurred by Marcus Evans in enforcing any term of, or collecting under, this Agreement, including reasonable legal fees, costs, expenses and collection fees and expenses. On all amounts not paid when due, Delegates shall also be liable to pay interest. Interest shall accrue at the rate of 4% above the base rate chargeable by HSBC Bank in Manila. Time is of the essence with respect to payments under this Agreement.

Delegate information is kept on Marcus Evans group companies database and used by Marcus Evans group companies to assist in providing selected products and services which may be of interest to the Delegate and which will be communicated by letter, phone, fax, (inc. automatic dialing) email or other electronic means. If you do not want Marcus Evans to do this please tick this box []. For training and security purposes telephone calls may be recorded.

If any provision of this contract is deemed to be unenforceable, the remaining terms of this contract shall be enforceable to the fullest extent of the law. This Agreement shall be binding on all parties upon execution and delivery thereof. Delivery by facsimile shall constitute delivery.

This contract shall be governed by and construed in accordance with Filipino law and the parties hereby submit to the exclusive jurisdiction of the courts in Philippines in respect of or arising from this contract. However Marcus Evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Delegate's office is located.

"Marcus Evans": Marcus Evans (Philippines) Inc

Delegate Registration Agreement ("Agreement")

1. Fees are inclusive of program materials and refreshments.

2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the Congress date. A receipt will be issued on payment. Due to limited Congress space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.

3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by Marcus Evans (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the Congress is to be held in order to obtain a full credit for any future Marcus Evans Congress. Thereafter, the full Congress fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the Congress. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that Marcus Evans will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, Marcus Evans decides to cancel or postpone this Congress, Marcus Evans is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The Congress fee will not be refunded, but can be credited to a future Congress. Event program content is subject to change without notice.

4. Copyright etc: All intellectual property rights in all materials produced or distributed by Marcus Evans in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

5. Data Protection: Client confirms that it has requested and consented to Marcus Evans retaining client information on Marcus Evans group companies database to be used by Marcus Evans group companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform Marcus Evans local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.

6. Important note. While every reasonable effort will be made to adhere to the advertised package, Marcus Evans reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Marcus Evans permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another Marcus Evans event. No refunds, part refunds or alternative offers shall be made.

7. Governing law: This Agreement shall be governed and construed in accordance with the law of Philippines and the parties submit to the exclusive jurisdiction of the Filipino Courts in Philippines. However, Marcus Evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

8. Client hereby acknowledges that he/she specifically authorizes that Marcus Evans charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.