

## 3-Part Web Seminar

# "Lean & Mean"

## How to prepare your call center for turbulent economic times.

### "What are you doing to reduce call center costs?"

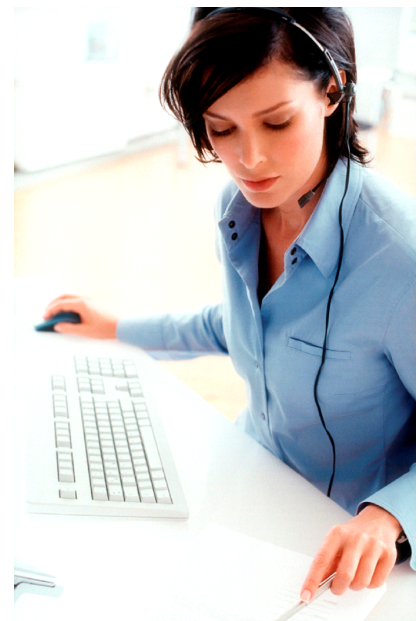
It's hard to ignore the serious downturn in today's economy. The impact can be felt in almost every segment of businesses, institutions and government. As management looks for ways to control costs, the call center is often seen as a prime target for significant cost reduction.

Is your call center ready to take proactive steps to reduce cost? Or, will it become a victim of arbitrary cost reductions imposed by senior management? Will call center management be viewed as being reactive or proactive?

"*Lean & Mean*" is a timely, highly-interactive 3-part webinar designed to prepare your call center for today's challenging economic times. Created by two of the industry's leading call center consultants, "*Lean & Mean*" will help your organization gain control of its environment and costs, resulting in positive, proactive cost control and reduction. Most importantly, "*Lean & Mean*" will provide you with intelligent responses to senior management's inevitable question "***What are you doing to reduce call center costs?***"

#### **What you'll learn:**

- How the recession is impacting the call center using actual feedback from recent survey.
- Practical ways to reduce cost without reducing quality.
- Lessons from leading call center managers.
- Strategies to reduce call volumes.
- Strategies to reduce handle times.
- How to protect revenue and valuable customers.
- Best practices on leveraging self-service.
- What are other call center professionals doing?
- How to answer tough questions from senior management.



# “Lean & Mean”

## How to prepare your call center for turbulent economic times.

**Unlike Any Other Webinar:** Lean & Mean is very different from other webinars for the following reasons.

1. It is designed and facilitated by two (2) of the industry’s leading consultants and thought leaders.
2. It is timely and targets the greatest contemporary challenges faced by every call center; regardless of size, location or function.
3. It demonstrates proven methods used to reduce costs and provides a significant return on investment.
4. Results from our survey “*Impact of the Economic Downturn on Your Call Center,*” including feedback from hundreds of call center professionals, will be provided to all participants.

### Part 1: How the Economic Downturn is Impacting the Call Center

- A review of call center survey results
- How has the call center been affected?
- Have budgets been already cut?
- Where are budgets being cut?
- What is happening to transaction volumes?
- Is revenue being impacted?
- What is your cost-reduction strategy?
- Questions and Answers

### Part 2: Understanding Call Center Costs and How to Control Them.

- Top Cost Reduction Opportunities
- Short Term vs. Long Term Options
- Industry Best Practices
- Questions and Answers
- Proven Methods to Improve Efficiency
- Low Tech vs. High Tech
- Strategies, metrics and tactics.

### Part 3: Moving from Plan to Action.

- Prioritizing Opportunities
- Estimating the impact of change
- Avoiding Preemptive Budget-Cutting
- Questions and Answers
- Being Proactive with Management
- Building a Plan
- Facilitating Change

### Who Should Attend?

C-Level executives, call center directors, call center managers and supervisors with responsibility for call center cost, budgets and performance.

### What Tools Are Provided?

Excel spreadsheets containing valuable control charts, cost calculators, and more.

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## Webinar Leaders:

"Lean & Mean" is delivered by two of the call center industry's most renowned speakers and consultants.



Tim Montgomery, founder of the Service Level Group, has guided thousands of contact center agents and leaders to improve individual and team performance, and exceed operational objectives. Drawing from these interactions and his extensive real-world experience, Tim founded **Service Level Group** to help customer service centers leverage the competitive advantages they have right at their finger tips. Tim is part of an elite group of independent consultants who have earned a certified associate designation from the International Customer Management Institute (ICMI). He is also a professional member of the National Speakers Association (NSA).

Martin Prunty, founder of Contact Center Professionals, Inc., is a highly-respected consultant, writer, thought leader and speaker in the field of call center management and technology. For over 20 years, he has worked with a variety of organizations across multiple industries, providing the analysis and guidance required to improve the manner in which customer sales, service and support are delivered. Martin was the first certified associate of ICMI and was honored by Call Center Magazine as a Call Center Pioneer for his contributions to the industry.



## Webinar Dates and Times

### **Part 1: How the Economic Downturn is Impacting the Call Center**

**Date:** January 8, 2009      **Time:** 1:00 p.m. EST

### **Part 2: Understanding Call Center Costs and How to Control Them.**

**Date:** January 15, 2009      **Time:** 1:00 p.m. EST

### **Part 3: Moving from Plan to Action.**

**Date:** January 22, 2009      **Time:** 1:00 p.m. EST

## Webinar Fees and Discounts:

Individual Webinar Sessions. Each of the three (3) webinars is available at a cost of \$299.00 per Internet and Audio Connection. Multiple end-users may share a single Internet Connection in a conference room setting.

Early Registration Discount. By registering for a single event two (2) weeks prior to the webinar date, you are eligible for a discount of \$50.00 (\$249.00).

Bundled Package. All three (3) webinars are available at a 25% discount (\$225.00 savings) if they are purchased at the same time. Early registration discount does not apply.

## Where Can You Register?

You may register on-line at [http://www.contactcenterpro.com/webinar\\_reg.htm](http://www.contactcenterpro.com/webinar_reg.htm)