

Building Excellence in Public Sector Contact Centres

A complimentary networking event at The IOD in Pall Mall London

Learn successful initiatives being deployed by public sector contact centres that enhance service delivery and drive down costs

Event Date: Wednesday 9th December, 2009
Location: Institute of Directors, Burton Room, 116 Pall Mall, London SW1Y 5ED
Timings: Seminar 8.30am - 12.30pm, refreshments and networking 12.30pm - 1.30pm

The Presentations

CAPITA

Talk about how Capita overcame the challenges of setting up a single customer service centre for a wide range of council service areas at Southampton City Council. They will present the benefits of promoting quality and strong relationships with over 20 different service areas. They will also discuss the challenges of building a contact centre with a wide range of skill sets and the key role that cross-skilling and effective resource planning has in the overall operation.



Ossie will develop the concept of 'Capax': how helping people to grow helps their organisations grow too; and by offering some insights on professionalism and customers (including the Siemens findings and the latest research from IpsosMORI), innovation, motivation and the development of learning organisations. Whilst not giving away all of the ICS's trade secrets, he will explain some of the ways the Institute develops people and their organisations and share case studies which demonstrate how individuals have transformed their working lives.



Presentation on how Wokingham Direct became a member of the 'Top 50 Call Centres' for Customer Service. They will share the lessons learnt from a mystery shopping programme identifying areas for improving customer experience: such as personalisation, reducing avoidable contact, self serve and channel shift to best exploit new and emerging technologies.



Datasquirt will be exposing innovative ways that organisations are utilising two-way SMS and email communications to improve customer service, increase productivity, and reduce operational costs. Datasquirt will explore the benefits of proactive outbound communication and show how to mitigate the "risk of reply", a trap that many organisations fall into when communicating with customers. Additionally, they will discuss how to engage with your customer in efficient yet highly effective and personalised two way communications.



Presentation to show how professional call centre audio can produce efficiencies, cut caller abandonment, improve average call handling time and even reduce agent turnover. Often seen as a 'nice to have', Premier will show measurable operational benefits and cost savings that will convince even the most hardened finance director. This entertaining presentation will use many real, and often amusing, examples of best and worst practice in the public sector.



Please join us at The Institute of Directors, 116 Pall Mall, London

This FREE seminar will be held within the magnificent Grade I listed Crown Estate building in the heart of London's West End

The Seminar is hosted by Premier Business Audio and sponsored by Datasquirt, innovative leader in mobile solutions and multi-channel contact management

www.premierba.co.uk/call-centre-audio
Tel. 08452 797 200

www.datasquirt.com
Tel. 020 3006 8280



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Your Presenters

Stephen Taylor - Head of Customer Services, Capita (Southampton City Council)

Steve has worked in the Customer Service industry for 12 years, the last 3 of which have been focused on local government. He leads the Customer Service teams for a number of local government clients in the South of England. Since being involved in local government Steve has focused on the consolidation of a number of customer facing council teams into a single Customer Service unit. Steve has been involved in a number of high profile contact centre operations including BBC's TV Licensing operation, eircom (Ireland), DSGi and Southampton City Council.

Ossie Hopkins - Strategic Director, Institute of Customer Service

Ossie Hopkins began his career as a teacher of English and rock climbing! He became an education director and, subsequently, a local authority chief executive, before helping to establish the Institute of Customer Service 11 years ago. His credo remains simple: "Hey! I'm a teacher; I help people grow!"

Sarah Barrow - Customer Service Centre Manager, Wokingham Borough Council

With 27 years of Public Sector experience Sarah's career has spanned from working as a Diplomat at the British Embassies in Paris and Costa Rica, as Special Advisor to Sir Martin Laing and HRH the Duke of Kent to Speechwriter to the Rt Hon Patricia Hewitt and Rt Hon Jacqui Smith in their roles as Ministers for Women. She moved to Wokingham Borough Council in 2005 to make a difference within her own community, and now runs the Wokingham Direct Customer Service Centre.

Rob Ellis - CEO Europe, Datasquirt

Rob heads up Datasquirt's European business and has over 20 years' experience leading and managing companies in the areas of technology, mobile and fixed line telecoms, internet, new media and social networking. He was previously COO of Amplefuture Group, a London-based technology, mobile and internet company. Prior to this, Rob was MD of mobile content and services company iTouch where he grew the company into one of the UK's leading premium interactive voice and mobile data companies.

Nick Findlay Managing Director - Premier Business Audio

Nick is Managing Director of Premier Business Audio Ltd, having founded the company in 1996. He was one of the first people in the world to realise that there could be more to the in-queue caller experience than silence and beeps whilst responsible for the RAC call centres as Head of Consumer Sales and Marketing. Nick has advised hundreds of call centres in the UK and abroad, on enhancing the caller experience.

Every attendee will receive:

- **A voucher for a FREE Audio Audit from Premier Business Audio worth £250,**
- **Premier's white paper "Public Sector Call Centre Audio – Meeting Varney's Objectives"**

This free event is aimed at contact centre budget holders and decision makers, including:

- **Chief Executives**
- **Operations Directors**
- **Customer Services Directors**
- **Senior Contact Centre Managers**

Places are limited to 50 and we anticipate take-up will be high; so please register early by phoning Will Hawkins on 01256 897 627 or email will.hawkins@premierba.co.uk

If you are unable to attend, but would like to attend similar events in the future, please let Will know.

