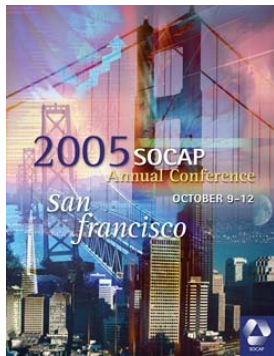




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## Keynote Speaker Explores Competitive Edge at SOCAP Annual Conference



The concept of likeability runs deeper than you think. Every person has likeability factors that either help him or her win the game of life, or lose in the battle for relationships. In fact, on a scale of 1 to 10, where 10 is wildly likeable, and 1 is despised by all—too many of us rate a 3 or 4. But how can we diminish the unlikable behaviors that cut our profits and take away our customers?

Charismatic speaker and celebrated author Tim Sanders will explore the measurable aspects of likeability, or the L-factor, and teach us how to use likeability to excel in the workplace, maintain good relationships, obtain job security, and gain the respect of your CEO at the upcoming **2005 SOCAP Annual Conference, October 9-12th in San Francisco.**

Tailored specifically for SOCAP members, this keynote presentation entitled, “What’s Likeability Got to Do With It?” will outline how the L-factor is the key to health, wealth and happiness in your workplace. Sanders’ will demonstrate how today’s best business leaders gain a competitive edge and ensure world-class customer care by learning that the more you care, the more people will be motivated to support you.

Learn more about this and all of the customer care intelligence sessions designed to help you **Take Customer Care to the Highest Level** at [www.socap.org](http://www.socap.org)! Register before August 26, 2005 to receive the early registration discount.

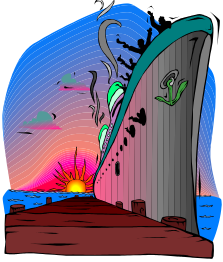
**NEW** Added Bonus:

The first 200 people who register for the 2005 SOCAP Annual Conference will receive a FREE study from Deloitte: **Calling for a Change in the Outsourcing Market** -- an in-depth analysis of current outsourcing strategies, their impact on organizational performance, and nascent outsourcing trends.

# Best Prizes Yet for Member-Get-A-Member Campaign

The SOCAP Summer Member-Get-a-Member campaign features the best prizes ever!

Recruit **four or more** members and be entered into the drawing to win:



**A relaxing seven-day Caribbean cruise for two courtesy of Norwegian Cruise Lines**

Recruit **two or three** members and be entered into the drawing to win:

**(2) US Airways tickets (courtesy of US Airways) good for any location in the U.S., Canada, and the Caribbean!**

Recruit **one** member and be entered into the drawing to win of these eleven valuable prizes:

**(3) Sweet Chocolate Gift Baskets**

**(3) \$100 American Express Gift Cards**

**(3) Premium Levi's Jean Jackets**

**(1) Panasonic Portable CD Player with MP3 Playback SL-CT520**

**(1) The Weather Channel –Wireless Forecast Station with LCD Clock by La Crosse**

Details online at [www.socap.org](http://www.socap.org).

## The FYI on ROI

*UPDATE News* editors asked Chip Horner, senior director of consumer affairs at Pfizer, Inc. for an example of something he has done to create ROI in customer care. Here is his response:

Pfizer consumer healthcare consumer affairs looked for ways to reduce costs on the interactive voice response (automated agent) services it was receiving. Matthew Montesano, the group's manager of technology services, discovered through a market analysis that they might save money by switching from their present IVR supplier to their telecommunications network provider as a source of this service. The company invested approximately \$10,000 in set-up costs to switch suppliers to gain a permanent price reduction and the elimination or reduction of announcement storage costs and monthly charges, saving \$27,000 annually. The high return on investment resulted in payback of less than a year.

## Is Your Resume Recruiter Friendly?

The quality of your resume plays a key role in determining how recruiters will treat you in the job market. There are three elements to a recruiter-friendly resume:

### 1. Focus

Since recruiters' time is at a premium, they must know your career focus within seconds of opening your resume. If your career focus isn't clearly stated, you can't assume the reader will take the time to search through your resume for clues. Most recruiters consider "Career Objective" statements worthless if they contain no real information about the specific position you are looking for and the industry expertise you offer. The best objective statements are concise and to the point.

### 2. Core competencies or transferable skills

Once a recruiter understands your focus, he or she will want to know if you have the required core competencies or transferable skills to accomplish the job. A thorough research of employer job descriptions will help you identify the core competencies your resume must feature. Be careful not to muddy up your personal marketing message by including extraneous skills. If you remember the all-important rule of relevancy, you'll go a long way toward keeping the reader's attention on your key skills.

### 3. Accomplishments

Remember, with record-high resume response to job openings, recruiters need good, solid reasons to recommend you for consideration over the mountain of other candidates. Clear, concisely stated accomplishments are the best way to distinguish yourself from your competition. Whether the recruiter works for one corporation or represents many corporate clients as a third-party recruiting consultant, he or she must be able to give valid reasons for promoting you as a viable candidate. You can make their job infinitely easier by including the information they need—and bring your resume to the top of the candidate pile. When your resume sells itself, you gain advantage points, and make the recruiter look good as well.

Source: [www.alphaadvantage.com](http://www.alphaadvantage.com)

## Top Three Ways to Adopt a Profit-Centric Approach to Contact Center Management

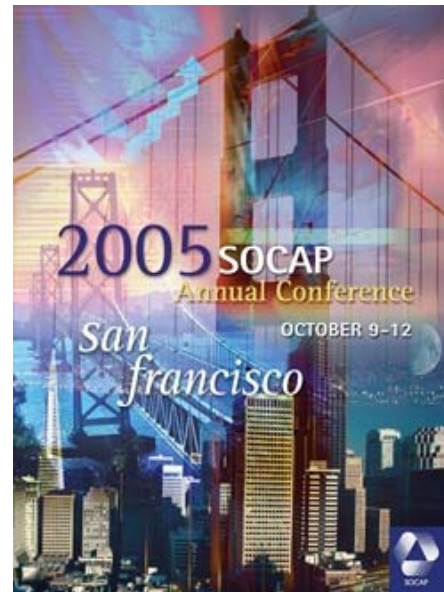
1. Run the contact center as a separate P&L business unit, as opposed to a traditional cost center that needs to exist as a "necessary evil."
2. Use holistic metrics that are centered on profits as opposed to traditional cost-centered metrics. For instance, contact centers look at the overall profitability of interactions with customers as opposed to exclusively focusing on cost-centric measures such as "handle times." Other metrics that are indirectly related to profits and enterprise value are service quality, consistency, contextual revenue generation, and customer satisfaction.
3. Provide value-based service, i.e., treat different customers differently, with the highest-value customers getting the best service. Moving low-value customers to self-service or losing them altogether is the first step in a profitable customer management strategy.

Source: [www.egain.com](http://www.egain.com)

## Are You Ready to Take Customer Care to the Highest Level?

Hot topics at this year's  
SOCAP Annual Conference include:

- The changing landscape of outsourcing
- Create a differentiation strategy
- Improve your department's ROI
- Create better partnerships with internal customers
- Apply proven hiring and retention techniques
- Improve your call and email monitoring
- Deal with increased contact volume and less resources
- Achieve brand aligned service
- Risk management
- Call center innovations
- Data collection, analysis and reporting
- Globalization of customer care operations
- Training techniques
- Gain ideas from more than 40 case studies from leading companies
- Yacht cruise and dinner on the bay!
- Networking, networking, networking!



**SOCAP 2005 Annual Conference**

**October 9-12**

**San Francisco \* The Palace Hotel**

**Register today at [www.socap.org](http://www.socap.org).**

## SOCAP Extends a Warm Welcome to New Members

Janice Wood	The Jay Group
Tom Vishnia	Digivoice
Mary Stevens	K'nex Industries, Inc.
Nikolaos Spiridellis	CIQ, Inc
Kelly Smedley	The Jay Group
Karen Skole	Girl Scout Council of the Nation's Capital
Wendy Shooster-Leuchter	Global Response
Gretchen Pettet	Monsanto Company
DiAnn Park	Bissell Homecare, Inc.
Vanessa Newton	Bureau of Labor Statistics
Ruth Mitman	The Mitman Group
Meloney Miller	PERGO, Inc.
Doug Meller	Eaton Corporation
Max Leuchter	Global Response
Sherry Lauer	Fairfield Resorts
Eric Langer	Wells Fargo Home Mortgage
Bob King	G3 Technology Partners
Tonya Hunt	PERGO, Inc.
Shaheel Hooda	CodeBaby Canada Corp.
Donna Harrison	Frito-Lay, Inc.
Barbara Givens	Mead Johnson Nutritionals
Edward Gallegos	Auto Club
Richard Cool	SITEL
Deborah Coburn	Johnson & Johnson
Mary Ellen Chamberlain	smartbargains.com
Chuck Branum	Digivoice
Scott Barlass	Ocean Adventures, LTD.
Jay Allen	Independent
Debra Adams	Digivoice Contact Center Solutions
Carisa Adams	Juris, Inc.

The members listed above joined SOCAP between June 15, 2005 and July 15, 2005. Welcome members!

## Outsourcing May Risk Losing Customers

Companies that outsource customer service functions with the goal of reducing costs may risk reducing their customer list as well, according to Gartner research.

Studies suggest that through 2007, 80 percent of organizations that outsource customer service projects with the primary goal of cutting costs will fail. One factor is the high staff attrition rates at outsourcing companies, sometimes as much as 80 to 100 percent.

"Companies are not looking at processes from a customer point of view, and this is risky," says Gartner Vice President Alexa Bona. Customer-facing processes, such as call center services and tech support, require specific training and management to prevent customer loss, she adds.

Gartner predicts some 60 percent of organizations that outsource customer-facing functions will experience client defections due to service issues, a hidden cost that outweighs any potential cost savings.

Gartner found that companies employing outsourced customer service processes could pay more. The average monthly cost per employee is 30 percent higher for outsourced operations than the top 15 percent of companies pay for in-house operations.

In spite of the poor outlook, Gartner predicts the market for customer service outsourcing will grow from \$8.4 billion in 2004 to \$12.2 billion in 2007.

### Minimize Risk Through Satisfaction Provisions

To make outsourcing work, companies should map their customer-facing processes from end to end and dedicate sufficient management to the projects, said Bona. Outsourcing contracts should contain provisions that allow the outsourcing company to be paid based on nontraditional metrics such as customer satisfaction, first-call resolution and even customer profitability, Bona said.

Source: *www.cio.com*