

## JANUARY / FEBRUARY

### ESSENTIAL THEMES

#### First call resolution feature stories include:

- ☑ Processes, procedures that lead to FCR
- ☑ Newfoundland Power case study

#### Special Report

BC Contact Centre Association Annual Awards

#### ANNUAL 2010 CALL CENTRE DIRECTORY ISSUE

Listings and solutions for strategy & leadership, people, operations and services, and technology

#### SOFTWARE SOLUTIONS

Web-based systems, automated call distribution (ACD), Interactive Voice Response (IVR)

## MARCH / APRIL

### ESSENTIAL THEMES

#### Introducing sales paradigm stories include:

- ☑ Smoothing shift from service to sales

#### Outsourcing stories include:

- ☑ Moving toward full business process outsourcing
- ☑ Outsourcing directory - Guide to call centre service bureaus nationally

#### Speech Analytics

(This is collaborative effort with Contact Centre Council of the Canadian Marketing Association)

#### Feature Stories include:

- ☑ Emerging science probes customer intent

#### SOFTWARE SOLUTIONS

Speech analytics systems, sales Force Automation (SFA), contact management systems, predictive diallers

#### Bonus distribution

Manitoba Customer Contact Association Annual Conference, MCCA offices, 1000 Waverly St., Winnipeg, MB.

## MAY / JUNE

### ESSENTIAL THEMES

#### Unified communications stories include:

- ☑ Tightening enterprise, call centre bond

#### Social Networking

- ☑ Impact of social Web sites on role of call centre

#### SOFTWARE SOLUTIONS

Computer Telephony Integration, Click to Chat, Unified Communications applications, VoIP systems.

#### Bonus distribution

International Customer Service Association Toronto chapter, 2010 Customer Service Conference, Mississauga, ON, mid-May

Manitoba Customer Contact Association Annual General Meeting, MCCA offices  
1000 Waverly St., Winnipeg, MB, May 12

Canadian Marketing Association National Convention, Metro Toronto Convention Centre  
Toronto, May 26-27

## JULY / AUGUST

### ESSENTIAL THEMES

#### Customer service stories include:

- ☑ Balancing service and self-serve options

#### Rewards, recognition & incentives

- ☑ Initiatives that really motivate agents

#### SOFTWARE SOLUTIONS

Customer Relationship Management systems, Business Intelligence software

#### Bonus distribution

Call Centre Week Canada Conference  
Toronto, late August

## SEPTEMBER / OCTOBER

### ESSENTIAL THEMES

#### At-Home Agents Stories include:

- ☑ Home security concerns and case studies

#### Recruiting & Training

- ☑ Best practices for hiring & retaining agents

#### SOFTWARE SOLUTIONS

Call monitoring and recording systems, hiring & training tools, home agent applications

#### Bonus distribution:

The Canadian Call Management Association (CAM-X) and Western States Telemessaging Association (WSTA) joint 2010 Annual Meeting  
Hard Rock Hotel, Las Vegas, NV, Oct 3-6

Contact Atlantic, Annual Conference of ContactNB  
Moncton, NB, Oct 19-20

## NOVEMBER / DECEMBER

### ESSENTIAL THEMES

#### Call centre culture & HR department Stories include:

- ☑ Aligning HR hiring strategies with call centre culture

#### Workforce management

- ☑ Maximizing workforce management, forecasting, scheduling

#### SOFTWARE SOLUTIONS

Workforce optimization & scheduling systems, agent productivity tools, Software as a Service, HR software.

#### Bonus distribution:

SQM Call Centre Conference  
Location TBA, late November

British Columbia Contact Centre Association Awards of Excellence Gala, Venue TBA  
Late November/early December.