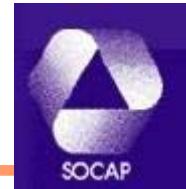


SOUTHWEST EXPRESS



SOCAP CHARGES CAPITAL HILL!!!

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- SURVEY on "Where to hold Hot Summer Nights event?" 4**

SOCAP SW Regional Newsletter Committee

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American Honda Motor Co., Inc.
SW Express Committee Chair

Brian Giannini
SRC President
RQA

Committee Members
Dennis Finnerman
Dejuje, Inc.

Mark Marion
Ascent Solutions, Inc.

Jim Merritt
Toyota Financial Services

Kevin Shimohara
American Honda Motor Co., Inc.

Rita Wood
Network Direct, Inc.



GREETINGS FROM YOUR NEW PRESIDENT

The 2006 Southwest Regional Chapter Board Members are working hard to bring our members some exciting new educational and networking events this year. Recognizing that everyone is expected to do more with less and time is critical to accomplish your every day demands, the SRC Board has developed "A Taste of Something Different" in the form of "Breakfast & Learn" meetings scheduled at member companies facilities. These meetings will start at 7:30-8:00AM and end by 10:00AM to give you plenty of time to get back to work or do that chore that you just haven't had the time to complete.

As this years President I would like to thank all of the board members for

taking the time to volunteer their expertise to make this a successful year for our chapter. I would encourage you to reach out to any of the board members with any questions you may have regarding SOCAP and give us suggestions for meeting content, events and services that you would like to see in the future.

The SRC SOCAP web site www.socapsrcchapter.org which was implemented last year will provide you with content on upcoming events, a link to job postings, articles, board member contacts and a link to the SOCAP International site.

We hope you enjoy the SOCAP Southwest Express Newsletter which is an important part of keeping our chapter together and

creates an opportunity for you to be published and share ideas. If you would like to submit an article for our newsletter please contact our Newsletter Committee Chair, Erik Thomas, at 310-781-5088.

Mark your calendar and plan to be at all of the 2006 events. Any additional events or changes will be communicated via e-mail and on the SRC website. Please note that our first "Breakfast & Learn" meeting will be at Nestlé in Glendale on April 21st.



Brian Giannini
President
SOCAP SRC



GENERAL INDUSTRY QUICK STATS

Taken from the SOCAP website Quick Stats page

It has been reported that there are about 76,000 contact centers in the U.S. (although some estimates go as high as 100,000). This number is anticipated to grow to 79,600 by 2006.

About four percent of the U.S. working population (5 million agents) is currently employed in contact centers.

Contact centers spend about a combined \$150 billion to \$180 billion annually running their operations.

How much will a disaster cost your call center? You can get an idea from this data:

- Cost per hour of downtime \$78,000
- Hours per incident 4.2 hours
- Incidents per year 9 (avg.)
- Downtime cost per year \$2,970,000

Industry Average Hourly Impact:

- Airline Reservations Activation \$41,000
- Credit Card Authorization \$2,600,000
- Home Shopping \$113,750
- On-line Network Fees \$25,250
- Package Shipping Services \$28,250
- Pay Per View Services \$150,250
- ATM Services Fees \$14,500
- Brokerage Operations \$6,450,000
- Catalog Sales \$90,000 (Contingency Planning Research)

Eighty-two percent of customers say that they are very likely to purchase the products again based on their interaction with your contact center.

Forty-five percent of executives surveyed maintained that the contact center was a "critical" part of their company's product and customer strategy. (Aberdeen Group, 2003) Customer Interface's 2000 survey found that 23.5% of U.S. customer contact centers were in the Mid-Atlantic region, 22.2% were in the West (including Alaska), 18.5% were in the Midwest, 14.7% were in the Southwest, 13.3% were in the South, and 7.8% were in the Northeast.

Call volume has the greatest influence on one-call resolution rates. Centers with high call volume (Average of 81 calls in an 8 hour shift) tend to handle short queries that are easily resolved with no follow-up (90% resolved on first call). Low volume centers (Average of 46 calls in an 8 hour shift) typically deal with long, difficult calls where immediate closure is more difficult (50% resolved on first call). (LIMRA, 2003)

Only 4 percent of call centers are currently IP enabled. Remote (or virtual) agents only account for a small percentage of the seat-less agents – less than 2 percent of all agents.

Companies with "superior" service enjoy:

- Twice the return on sales
- Twice the return on investment
- An additional 13 points of market share

- And Gain market share from year to year (Profit Impact of Marketing Strategy study by the Strategic Planning Institute)

Eighty-six percent of U.S. consumers associate toll-free numbers with high quality products.

Customer information from a toll-free number can be a valuable source of quality control data.

Voice-based interactions account for 61% of customer interactions; 11% of customer interactions take place over the Web; email interactions accounted for 19.3% of the volume; and chat amounted to 3.1%. (Aberdeen Group, 2003)

How does your company measure call center effectiveness?

- 6% Cost
- 17% Customer Satisfaction
- 6% Revenue
- 70% All of the above (Destination CRM, 2002)

Recent research by AMR found that:

- 57% of contact centers cannot prioritize calls on any criteria
- 74% of contact centers cannot prioritize calls on customer revenue
- 72% of companies are using separate queues for different contact types
- 39% don't have web self-service
- 63% of those with multiple call centers do not share information between sites

For the rest of the Quick Stats Article, please click [HERE](#).

SOCAP SRC's Most Important Issues 2005

#1—Maintaining high quality while lowering costs

#2—Maximizing each contact for revenue and/or customer service

#3—Getting reliable, responsive input (from either internal or external sources) on successful processes, best practices, new technology, vendors, outsourcers

#4—Finding good people

#5—Collecting, storing, managing and using the information from each contact

TIPS FOR CUSTOMER CARE

By Pat Harrison

1. Remember, Service starts with the first few seconds of contact. You only get one shot at a good first impression. So, greet your customers warmly. Start face-to-face contacts with: "Welcome to our company". Customers take their business where they feel welcomed and appreciated.

2. Don't let customers feel invisible. Ac-



knowledge walk-up customers immediately – even if it's only to say, "Thanks for coming in. I'll be with you in just a moment." People will be more willing to wait patiently if you act like you know they're there.

3. When customers are lined up waiting to be served, avoid the cold and impersonal "Next!". Instead,

make eye contact with the next person in line, smile and nod your head. Most people will understand that as an invitation to step forward. If you can't make eye contact, try saying, "May I help you?"

4. Develop the habit of looking each customer in the eye during face-to-face situations. Maintaining eye contact helps you focus on what the customer is saying, and it shows them you care and are truly interested in helping them.

5. Use their name if possible. Ask the customer's name early by asking, or by looking at their check, credit card, etc. Then use the name throughout the transaction. Use "Mr." or "Ms." Unless they specifically request that you use their person first name.

6. People (customers) like to have their names pronounced correctly. Make notations in your files or on any paperwork you may have with the phonetic spelling of any unusual pronunciations. That way, you or the next employee to have contact with the customer will know the correct way to pronounce his name and make him feel respected and

cared for.

7. Tell them your name. Starting any transaction begins with, "Welcome to our (XXX) company. I'm Pat. How can I help you today?" It will make the interaction more friendly and personal. The customer will be able to connect with you as a person rather than just a trained "server".



8. SMILE every time you greet customers in person and every time you answer the phone. Remember, you can hear smiles as well as see them. And smiling whenever you pick up the phone will keep you positive and upbeat. Try it It really works and is contagious.

9. Respect the customer's time. Never, ever make them wait for anything without offering an explanation, an apology, and an alternative to waiting.

10. Give the customer you're serving 100% of your attention. Doing paperwork, organizing, or answering a caller who has not waited as long as they have will only create tension. Do your other duties on your time – not theirs.





SOCAP

CHAPTER CALENDAR THROUGH 2006

Brian Giannini
SRC Chapter President
RQA

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email: b.giannini@rga-inc.com

The Global Authority on Customer Care



We're On the Web!!!
www.socapsrcchapter.org

BREAKFAST & LEARN "60 CUSTOMER SERVICE IDEAS IN 60 MINUTES"

April 21, 2006
7:30am-10:00am
Nestlé

BREAKFAST & LEARN "DONNA SKIDMORE PRESENTS"

May 24, 2006
7:30am-10:00am
Dole

Westlake Village, CA

3RD ANNUAL HOT AUGUST NIGHT NETWORKING EVENT

August 23, 2006
Evening
Dave & Buster's
Irvine, CA

BREAKFAST & LEARN "BARRY CEHELIST PRESENTS"

September 13, 2006
7:30am-10:00am
Toyota Vintage Museum
Torrance, CA

ANNUAL HOLIDAY LUNCHEON & TOY DRIVE

December 13, 2006
11:30am-2:30pm
Queen Mary
Long Beach, CA



SRC Chapter / SOCAP EVENT

SUPPORTING SPONSORS



Friday, April 21, 2006
7:30 AM – 10:00 AM
Breakfast & Learn

"60 Customer Service Ideas in 60 Minutes"



Hosted by...

SOCAP invites you to join us for...

"60 Customer Service Ideas in 60 Minutes"

...hear from a panel of experts and practitioners fire off one idea a minute in this fast pace session. Get insights, ideas, tips and techniques faster than you can write them down. All this while enjoying a continental breakfast at Nestlé.

Event Cost:

\$15.00 / Members and Guests

\$10.00 / Students

Registration note: Pay at the door, only Cash or Check will be accepted. FYI. At the confirmation of a reservation, if you are unable to attend you will still be responsible for payment! So, if things change please call or e-mail ASAP! 602-678-4717 ext. 120. Thank!

Nestlé

800 N. Brand Blvd. Glendale, CA 91203

Please RSVP by **April 15, 2006**

RSVP to... Brian Giannini
b.giannini@rga-inc.com
www.socapsrcchapter.org

EVENT OVERVIEW

A Panel of Customer Service Professionals will offer 60 customer service ideas that you can bring back to the office and begin using immediately. This is an interactive event so we encourage you to participate.

You won't want to miss this opportunity.

SOCAP SRC Board of Directors

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SRC Chapter President
RQA

Rita Wood
Past President / Nominating Chair
Network Direct

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VP Program/Locations

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