

SOUTHWEST EXPRESS



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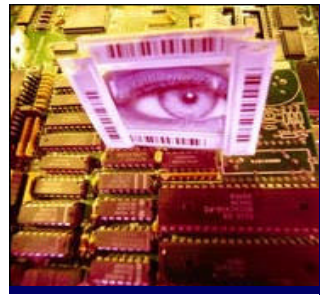
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CONSUMERS DEMAND PRIVACY IN WAKE OF INFO COMPROMISE

by Carmen R. Gonzalez, Marris Software Inc.

Recent headlines of ChoicePoint's database breach sent shockwaves throughout the CRM industry. Already, the repercussions are spreading far beyond ChoicePoint's doorstep. Though the company must comply with reporting requirements to victimized consumers in CA, they have now capitulated to provide the same to other victims based on many states' Attorneys General demanding formal response. Moreover, there's an investigation by the House Committee on Homeland Security on the way. In addition, it is the intention of Congress to introduce



legislation calling for increased Federal Trade Commission oversight of businesses that collect personal data and package it for sale to other financial companies, employers and customers. This avalanche started, not by stealth computer hacking, but by an age-old ploy: a con game relying on human weaknesses.

As reported in the Los Angeles Times (Feb.16,

2005), a fraud ring opened fictitious debt collection, insurance and other bogus companies based on other people's information, and then solicited credit background information on their targets. ChoicePoint accepted faxed copies of business licenses as proof of legitimacy. ChoicePoint has corrected this security flaw, as it no longer accepts faxed copies of business licenses. This isn't exactly comforting news to consumers nor to holders of sensitive consumer data...

Click [HERE](#) to read rest of article on SOCAP SRC website.

Click [HERE](#) to learn about [RFID](#).

"GREETINGS" FROM THE PRESIDENT

Henry Ford may have said it best: *"Coming together is a beginning; keeping together is progress. Working together is success."* Three months into the "new year" and the Southwest Regional Chapter is off to an incredible start. And, as evidenced by the *Southwest Express*, our first newsletter since 2002, the momentum continues.

But good things don't come without hard work. Thanks and kudos go to our terrific board, our

hard-working committee members, and to the individual supporters who make things happen for our SOCAP chapter.

And the newsletter isn't the only thing that's "happening"...

From the "strictly social" networking mixers like our "2nd Annual Hot August Night at Dave & Buster's", to the career development programs like "Clicking with David Rich", there's something for everyone in 2005's chapter calendar. Check out the list of

events on page 4 and make plans now to join us.

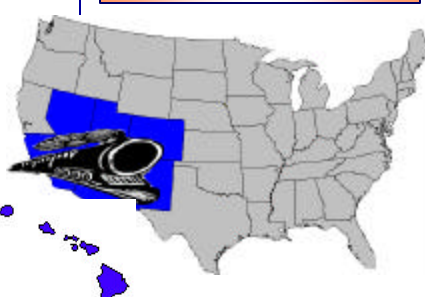
And how about our new website? You can get the "latest and greatest" in chapter news by clicking [HERE](#).

Contributions and insights are welcome, so please pass along any ideas for improvement or expansion.

Click [HERE](#) to finish the President's Address.



Rita A. Wood
President SOCAP SRC





SOCAP SRC'S MEMBERS SPEAK ON ISSUES FACING THEM TODAY

"How do organizations commonly search for outsourcing partners? What would make it easier? What do they look for? What issues do they have with managing them once they find them? Communication? Reporting? Account Management? Risk."

*~Robert Kulmann
Telamon Corporation*

*by Dennis Finnerman
Dejuje*

The *Southwest Express* is committed to addressing the issues important to the SRC. In this first issue, a chapter-wide survey was conducted to determine what the issues are and gauge the importance of each to the chapter members.

Members were specifically asked, "What are the most significant is-

sues facing you today? Why?"

A total of 23 members participated in the survey. Members were asked to respond with their top 3 issues in priority order. A list of issues was included but members could cite any issue.

Responses were tabulated by assigning a score of 10 to the top priority, 8 to the second,

6 to the third and 4 to the fourth (yes, one of us couldn't decide on just three!). If a response simply listed issues, I assigned values according to the order listed. If a response was highlighted from the list provided with no priority assigned, I assigned a value of 8 to each item.

The *Southwest Express* is pleased to share the Top 5 pressing issues.

#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

WHAT ARE THE MOST SIGNIFICANT ISSUES FACING YOUR OPERATION TODAY? WHY?

"The bio-terrorism act will have a huge cost to the food industry, billions of dollars. Industry needs to make government aware of what is working and what is not to balance the cost vs. the risk. Many industry experts believe that the compliance factors of the bio-terrorism act put upon the food industry are not worth the cost and will have very little impact in reducing the risk."

*~Brian Giannini
RQA, Inc.*

"We receive about 1,500 emails per month. There is no automation and there are not enough employees to handle the volume."

*~Tamara Cerven
Nutro Products, Inc.*

"Harnessing the information consumers share with us would position the function as a relevant, valuable contributor to business growth."

*~Beth Thomas-Kim
Nestlé USA*

"Most of our organizations are "lean" and it is a challenge to really find creative ways to develop staff for future opportunities either inside the department or in other parts of the organization. And, since we are attempting to attract higher caliber reps who have career potential beyond the entry level, this is particularly important."

*~Betty Scott
The Dial Corporation*





SOUTHERN CALIFORNIA EDISON HOSTS CONTACT CENTER TOUR FOR SOCAP SRC

by Rema Sarkissian
Nestlé USA

On February 16th, SOCAP members toured the Southern California Edison (SCE) Contact Center. An in-depth presentation was given on technologies being utilized and created to ensure the best possible customer care in this "State of the Art Contact Center".

SCE's drive for accurate information and quality service is evident with the care and time taken to train

and monitor each representative. Specialized programs and software allow for monitoring of all call floor activity taking place on a real time basis resulting in high customer satisfaction. If you missed this great opportunity, be sure to watch your calendars, as it may be repeated again early next



SOCAP Southwest Regional Chapter attends Call Center Tour hosted by Southern California Edison (SCE).

year due to popular demand. More info [HERE](#).

YOKOHAMA TRENDS THROUGH NEW SUCCESSES WITH NEW CUSTOMER SERVICE PROGRAMS

by Erik Thomas
American Honda Motor

Managers dream of the opportunity to build a an operation from scratch, but this opportunity only happens to a few. Karen Simmons, Manager of Consumer Affairs at Yokohama, was granted this wish, but soon found that the project proved far more intense than she ever imagined.

"If someone, like the President, stopped to ask me 'How do I measure success (in my department)?', I wasn't able to tell them," explained Simmons. "We didn't have the proper tools for a 'Call Excellence Program'."

She was able to use her relationships cultivated through SOCAP to create a formal process to address their ~1800 calls and 150+ emails per month. This included retaining the consulting services of **Network Direct**.

"Everyone has ideas to share and that's why SOCAP is so important," related Simmons. "All my connections were doing things that I thought we could utilize

and I brought it back to the company (execs) to show them how we could benefit."

Simmons realized that they were providing customers with "50% of service" visible through Customer Care, Telephone Techniques, Basic Call Flow, aging CRM programs and lack of performance measurements.

Simmons lead Yokohama's purchase of the **Wilke /Thornton's** package CRS Database as well as **Voice Logger's** Call Monitoring system. Her needs included recording calls, surveying, coding call types and providing report summaries. As a small Contact Center, she was also adamant that the system be electronic, cost effective and simple. Before making any purchase she researched several options as well as initiated a manual recording process with her team.

It's been ~1 year since Yokohama launched their Quality initiative. Simmons team is now performing at 98+% of service, ~100% improvement over prior performance. She advises that there was some resis-

tance by her team, but the program, which also includes an incentives component, is a proven success.

Simmons's departmental theme concept was adopted company wide and used to generate the first company motto for Yokohama. She is also credited for the quality initiative that has caught on company wide. "...It's contagious!" exclaimed Simmons. "Our program has already improved prod-



Yokohama's Karen Simmons, Consumer Affairs Specialists Fred Enriquez and Kandy Knight

uct quality". Simmons also explained that her department works much closer with other departments including Sales, Marketing and Product Planning. "Now we are able to plan products that meet the customer's expectations".

"Everyone has ideas to share and that is why SOCAP is so important."

-Karen Simmons
Manager Consumer Affairs
Yokohama Tire





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- Committee Members**
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- Carmen R. Gonzalez**
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Toyota
- Rema Sarkissian**
Nestlé USA
- Donna Skidmore**
Dole USA
- Ann Stott**
Yokohama
- Carlos Suarez**
Network Direct

FUTURE SOUTHWEST	DATE & TIME	LOCATION
<i>Workshop/Luncheon With David Rich "How to Click with Everyone – Every Time!"</i>	4/27/05 9:00am-2:00pm	LAX Hilton Los Angeles, CA
<i>RQA/SRC Reception FPA Consumer Complaint Conference</i>	5/4/05 5:30pm– 8:00pm	Westin Horton Plaza San Diego, CA
<i>Networking Social</i>	6/14/05 6:00pm-8:00pm	LAX Hilton Los Angeles, CA
<i>Fleishman-Hillard/RQA Recall Workshop and Luncheon</i>	6/15/05 8:00am–4:00pm	LAX Hilton Los Angeles, CA
<i>2nd Annual Hot August Night @ Dave 'N Busters</i>	8/17/05 6:00pm-8:30pm	Irvine Spectrum Irvine, California
<i>Small Call Center Clinic and Vendor Showcase</i>	9/22/05 3:00pm-7:00pm	TBD
<i>Chapter Mixer @ National Annual Conference</i>	10/9/05 Evening	San Francisco, CA
<i>Holiday Luncheon and Chapter Recognition Awards</i>	12/14/05 11:30am- 2:30pm	Queen Mary Long Beach, CA

HOW TO "CLICK" WITH DAVID RICH



Have you ever wondered why you "click" with some people, yet clash with others? If your success depends on the speed and quality of the relationships you build, this half-day program is for you. Our workshop leader, David Rich, has been called "The Most Personable Speaker in America!" and he's one of the leading experts on persuasion and motivation. Join us on April 27, 2005 for a learning experience that teaches: the secrets to creating natural persuasion, how rapport is a technology, and how to "click" with everyone you meet. Lunch will be included.

NEW SRC MEMBERS

- David Barker** Datapak Services Corporations
- Christe Bode** Yokohama Tire Corporation
- Patti Breyfogle** Mattel, Inc.
- Raymond Brown** First Horizon Merchant Services
- Michael Brunskill** Cardinal Health-ALARIS Products
- Alfred Enriquez** Yokohama Tire Corporation
- Jeanette Fisher** Leiner Health Products
- Richard Floegel** Gematech
- James Griffith** TriWest HealthCare Alliance
- Colleen Guffey** Nobel, Ltd.
- Brian Johnson** Walden University
- Kandy Knight** Yokohama Tire Corporation
- Robert Kuhlmann** Telamon Corporation
- Nathan Lafontaine** Yokohama Tire Corporation
- Jackie Love** Browning Winchester
- Mary Markowicz** Crowe Chizek and Company LLC
- Jennifer Mueller** Lexus
- Mary Lou Rocca** Allied Business Schools
- Lisa Schwartz** Oracle Corporation
- Jeffrey Stimpson** Browning Winchester
- Beverly Waters** American Honda Motor Co., Inc.

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

