



Out in Front

and...



CONTACT CENTRE CONFERENCE & ▲ AWARDS 2008

SKYCITY CONVENTION CENTRE, AUCKLAND
WEDNESDAY 23 AND THURSDAY 24 APRIL 2008

in association with



leading the way

Leadership is the theme for the 2008 TUANZ Contact Centre Conference. Join us for two days in April and take away practical ideas that will enable you to lead the way in...

- ▶ **creating a fantastic culture that delivers results for your organisation**
- ▶ **professional development so that staff grow and flourish under your watch**
- ▶ **implementing technology to enhance the delivery of customer service in the 21st century**

Come along and hear from our qualified speakers – but get ready to contribute too. There will be plenty of opportunities to share ideas, swap business cards, voice your opinions and contribute to the ongoing dialogue about the evolution of the Contact Centre.

All conference delegates will receive post-conference an online password which will enable them to view presentations provided by speakers and information contributed by delegates in the workshops. This will be in addition to the hard copies of speaker presentations that are distributed in booklet form at the beginning of the conference. Please note that some speakers may not wish to make their presentations available.

“CONFERENCE PROVIDES US WITH GREAT OPPORTUNITIES. WE ALL COME TOGETHER, GET TO MEET OLD FRIENDS, MAKE NEW ONES, NETWORK, SHARE KNOWLEDGE AND FROM THERE DEVELOP NEW TOOLS AND SKILLS THAT WE CAN TAKE BACK TO OUR OWN CONTACT CENTRES.”

MEGAN LACY, LIC CONTACT CENTRE MANAGER, TUANZ CONTACT CENTRE COMMITTEE CHAIR, 14 YEARS EXPERIENCE IN THE PROFESSION.

Networking Competition

Want to make contact with a fellow professional during lunch, morning and afternoon tea, but can't think of a good conversation starter? This year we will give you the perfect reason to swap business cards. Find out more about the TUANZ Networking Competition, to be announced after our first international keynote speaker – Kare Anderson – on Day One.

DAY ONE Wednesday 23 April 2008

9.00am Registrations and coffee

9.30am Welcome and introduction
Ernie Newman, Chief Executive, TUANZ
Megan Lacy,
TUANZ Contact Centre Committee Chair

9.40am Keynote: Kare Anderson

Become Their Trusted, Top-of-Mind Choice

**INTERNATIONAL
SPEAKER**



Contact Centres must serve two 'masters' – external customers and internal managers. So how do you motivate your team to deliver the best service in one of the most consistently demanding workplace environments – whether it be dealing with customer queries in an inbound centre, or meeting sales targets in an outbound centre?

Fresh from her keynote address at the ICMI Conference in Miami, Emmy-winning Wall Street Journal and NBC journalist Kare Anderson has spent the past decade translating behavioural research into ways to flourish with others. Don't miss this international keynote as she provides you with the right tools on how to:

- warm up cold and otherwise difficult customers
- generate and keep enthusiasm
- make others feel heard so they move to resolution
- recover from bad decisions or tense situations
- keep calm while under fire or time pressured
- become happier and higher-performing

“HER INNOVATIVE AND WORKABLE TECHNIQUES ARE USED DAILY BY THOUSANDS FROM SUCH DIVERSE ORGANISATIONS AS CATHOLIC COUNCIL OF BISHOPS, HEWLETT PACKARD, AND THE SIERRA CLUB. WHY? BECAUSE THEY WORK.”

THE NEW YORK TIMES

10.40am Networking Competition Announced
Morning Tea

11.00am **Get Tribal**
Michael Henderson,
Values At Work



We might not reside in caves anymore but it doesn't mean we've entirely escaped the jungle. Our ancestors knew that in order to stay alive and prosper a tribe must create its own distinctive culture – one that will not only support and sustain every member within it, but will ensure that an individual's success is a win for the entire group.

Michael is Australasia's leading corporate anthropologist with over 17 years working with organisations to leverage their own culture to increase performance and staff engagement. He is the author of three books on workplace culture and personal values and fulfilment.

Michael's clients include TelstraClear, Vodafone, Coca Cola, Lion Nathan, New Zealand Air Force and many more. He is also the guest lecturer on Company Culture at the Auckland University Business School.

Online Customer Service, Offline Centre Support

Your customers have found the web but have you? Find out how two high-profile organisations – one in the private sector, the other in the public – have developed web-based strategies to enhance the customer service that their contact centre delivers.

11.40am **Private Sector Case Study**
Up, Up and Away Online
Kim Walbridge

Manager Global Online Sales, Air New Zealand

Not content with building a website for passengers to book their tickets directly online, Air New Zealand is continually developing its suite of online services. These include the award-winning 'How Far Can I Go' site (it won the Best of the Best Award at the TUANZ Business Internet Awards in 2007) in which customers find out where they can get to depending on how much they are willing to spend.

But what has this expansion into online sales done for the Air New Zealand contact centre? Learn from Kim what skills agents, team leaders and contact centre managers should acquire if they want to stay ahead in businesses that embrace Web 2.0 tools.

- what knowledge tools are needed to ensure that agents are aware of any online transactions the customer has done when they call?
- what incentives does Air New Zealand use to ensure their customers use the web rather than phone the contact centre? And how have their customers reacted?
- what are the key changes that have taken place in the contact centre as a result of increasing web traffic?

*Note: Delegates can view for themselves the Air New Zealand Contact Centre as part of the specially arranged TUANZ Contact Centre Tours at the end of Day Two.

12.10pm **Public Sector Case Study**
The Secrets of SuperNav Revealed
Andrew Wagg
Contact Centre Manager, MED

The SuperNav web application developed for the Ministry of Economic Development uses Web 2.0 principles to provide 'the right information, to the right client, right now'. Its development was driven by MED contact centre manager Andrew Wagg and has achieved recognition both here and overseas – it won the TUANZ Business Internet Award in 2007 for Information Architecture and was a finalist in the Contact Centre World Awards.

Find out from Andrew how contact centres can use the internet as a key mechanism for delivering customer service in the 21st century. In his presentation he will discuss:

- why contact centres should adopt a proactive website strategy
 - the importance of acquiring the right applications and knowledge management tools
 - how developing an innovative website can assist in the career development of your staff
-

12.40pm Lunch

1.20pm **Workshops**

Workshops are an opportunity for the collective wisdom of those who attend the conference to be on display. Often the nuggets of information that are shared during these sessions are the most practical tools that delegates take back to their workplace.

Which is why this year a TUANZ staff member will be in attendance at every workshop to write down all key points and provide Workshop Summaries post-conference. These will be available via an online password to other conference attendees. Please note that 'Chatham House Rules' will apply so that any ideas shared in these sessions will be attributed anonymously and there will be no information written down that will identify an individual or their organisation.

Session One (choose one of four options)

- ▶ **Option 1: How to build a business case for new technology**
Bryan Middleton,
Head of Business Performance, NZ Post
Glen White, Business Solution Specialist, Gen-i

There's plenty of great technology that you'd like to see in your contact centre – but how do you convince the finance department to write the cheque? And, once you get it installed, what can you do to ensure maximum bang for your company's buck? In this workshop Bryan and Glen will take you through the process of building a business case for a CRM. Bryan will explain the contact centre managers perspective and Glen will offer his insights as a vendor. Workshop participants will be encouraged to share their own experiences in preparing a business case for new technology.

Bryan and Glen worked together at the Inland Revenue Department over eight years ago. Since that time Bryan has pursued a successful career as a customer service professional (he won TUANZ Workforce Manager of the Year in 2006 before being promoted to Head of Business Performance at NZ Post) and Glen is a Business Solution Specialist with a focus on contact centre technology for Gen-i's top 20 major client list.

► **Option 2: Make your small contact centre shine**

Paul Eastwood, Contact Centre Manager,
Coca Cola Amatil NZ Ltd
Emma Stanaway, Contact Centre Manager,
Messenger Services Ltd

So you haven't got the resources that the big guns have. Not for you the budget for a fulltime workforce manager, dedicated team of trainers and on-call IT professionals. But does size really matter in delivering great customer service?

Hear from Paul and Emma – both past TUANZ award winners – about their tips on how to run a successful small centre. And contribute your own ideas on how to make a little go a long way in keeping customers, staff and senior management happy.

Note: This workshop has been created at the specific request of past conference attendees.

► **Option 3: What is the metric that matters the most?**

Interactive Panel Discussion

First Call Resolution? Number of calls per hour? Target answering times? CSRS are probably the most measured of all professionals. The technology exists to monitor every minute of their working day. But is all this data useful? And, if you had to pick one metric to measure performance, what would it be and why?

Welcome to the 'Unconference' part of the workshop programme, where ideas are debated by the collective expertise that is assembled in the room. The purpose of this workshop is to share ideas, so delegates who select this session will be asked to consider the following and then come prepared to stand their ground:

- what is your favourite metric and why?
- how can you convert a metric into money for your organisation
- does an over-reliance on KPIs and metrics stifle innovation in the contact centre?
- just because you can measure it, should you?
Is technology turning agents into automatons?

Participants will be given a list of names of the other delegates who will be attending their session prior to the workshop.

► **Option 4: Culture counts in the contact centre**

Michael Henderson, Values At Work

Sign up for this workshop if you want to learn more from this leading expert on how to build a loyal and progressive team. Michael will explain that there are six levels that drive and sustain an organisation's culture and he'll tell you why managers are usually only proficient in addressing one or two levels.

Discover how you can mine the collective heart of your team when you take the opportunity to spend 90 minutes exploring the culture of your workplace.

Michael's clients include TelstraClear, Vodafone, Coca Cola, Lion Nathan, New Zealand Air Force and many more. He is also the guest lecturer on Company Culture at the Auckland University Business School.

2.50pm Afternoon Tea

3.10pm Workshops: Session Two (choose one of four)

► **Option 1: How to build a business case for new technology**

As above

► **Option 2: Make your small contact centre shine**

As above

► **Option 3: What is the metric that matters the most?**

Interactive Panel Discussion

As above

► **Option 4: Culture counts in the contact centre**

As above

4.40pm What's up in Asia/Pacific?

Dr Catriona Wallace
President, callcentres.net
**THIS SPEAKER BACK BY
POPULAR DEMAND**



Arguably the biggest threat facing the New Zealand industry is the competition from Asian/

Pacific contact centres. In her presentation Catriona will provide a regional review of the contact centre industry based on 2008 benchmarking data from China, India, Philippines, Malaysia, Thailand, Singapore, Indonesia and Vietnam.

Sharpen your pencils and be prepared to jot down the wealth of data that Catriona will share from the callcentres.net 2008 Asian Contact Centre Industry Benchmarking Report Review.

Catriona's research interests over the last 10 years have been focused on the study of leadership and technology in the contact centre industry in Australia and overseas. She lectures on the Executive MBA programmes at the Australian Graduate School of Management, in the field of Organisational Behaviour. She has published numerous research reports and articles related to the service industry and is the author of a book entitled The Complete Guide to Call and Contact Centre Management.

5.20pm Contact Centre DVD Launch

Stay for a drink and help us celebrate the launch of the Contact Centre DVD compiled by Great Outcomes director Giles Potter.

This informative DVD features case studies from some of the country's top-performing centres and will be used as a tool to educate and inspire those unfamiliar with the contact centre profession.

Networking drinks sponsored by **Hudson** | *From great people to great performance™*

DAY TWO

Thursday 24 April 2008

8.30am Coffee

8.55am Comments from the Chair

The future of Customer Service?

Having trouble recruiting and retaining good staff? As the labour pool of able workers in the cities evaporates, organisations are looking for creative ways to fill those empty contact centre seats. Hear about two models that could have a major impact on the New Zealand contact centre profession – outsourcing to another country and home-based agents.

9.00am Keynote: **Andrew Hume**
Chief Operating
Officer, Salesforce



INTERNATIONAL
SPEAKER

Home-based agents

SalesForce is Australia's leading outsource contact centre with almost 4,000 people located around Australia. Continual expansion has meant the company is constantly seeking new ways to employ skilled staff. In 2007 it conducted a series of trials on employing workers at home. Find out from Andrew whether home-based agents will become a permanent feature of the Salesforce. Topics he will discuss include:

- the logistics (eg. dealing with OSH requirements, who pays for the agent's computer/technology etc)
- recruiting agents
- monitoring staff remotely
- the business case for home-based agents
- keeping the morale of outbound agents high when they work in isolation

10.00am Morning Tea

10.20am Outsourcing to Egypt

Andrea Midgen
Director of Customer Care, Vodafone

In October 2007 Vodafone announced it was shifting its inbound contact centre for prepay mobile customers to Cairo, Egypt. Hear from Andrea Midgen why Vodafone chose to outsource a key part of its customer service operation half way across the world and learn how it has been achieved in less than six months:

- how did Vodafone in New Zealand go about recruiting staff in Egypt?
- how has Vodafone NZ set about training Cairo CSRs?
- what are some of the technical challenges in routing a portion of customer calls to Cairo?
- what is the Cairo Contact Centre like and how does it differ to a New Zealand centre?



- are there any key learnings that New Zealand staff have acquired from their Cairo colleagues?
- what, if any, has been the customer's response?

11am **Caroline Mills**
Head of Direct Contact Centres,
National Australia Bank

INTERNATIONAL
SPEAKER

Dealing with customers on a grand scale

Get a glimpse into what it's like to run a contact centre which employs around 1000 people in both service and sales. Caroline Mills is in charge of the contact centre for Australia's largest financial institution, the National Australia Bank (NAB). A graduate of Victoria University in Wellington, Caroline is a specialist in HR organisational development and operations. In her presentation she will address the following:

- her experiences in managing a large contact centre operation which deals with both inbound and outbound calls
- how to improve customer service to bank customers via call routing systems, IVR configurations etc
- an insight into the Australian Contact Centre industry including the controversial Do Not Call registry that came into law last year.
- her professional career path – from BA graduate at Victoria University to the head of one of the largest contact centres in Australia

11.40am Why customers may hate us

Sue Chetwin, Chief Executive, Consumers Institute

Everyone it seems has a bad story to tell about an interaction with a contact centre agent – even those who work in the profession. There are plenty of good encounters too but somehow these hardly feature in the popular perception of contact centres.

Hear Sue explain the customer's side of the story. She'll offer research into what makes customers happy, what makes them mad and what makes them irate. Among the topics she will cover are:

- what are the strengths and weaknesses of customer service in New Zealand?
- IVRs – good and bad configurations and how to capture the efficiencies without seriously upsetting the callers
- dealing effectively with customer segments – age, gender etc
- complaint handling

As a former journalist who has held top positions in the print media – editor of the Herald on Sunday, Sunday Star Times and Sunday News – Sue knows what it's like to belong to a profession which has a bad rap.

12.10pm Lunch

1pm Taking care of staff on the frontline

Kirsten Leng, Executive Edge Ltd

Many contact centres are striving to be the 'employer of choice' so they attract and retain the very best talent. Part of this strategy is the investment in wellbeing initiatives which creates a more loyal and committed workforce.

Kirsten is a qualified nutritionist with 20 years in the corporate sector. Ten of these years have been spent managing projects and facilitating workshops in management, sales, health and wellbeing. She will provide tips and strategies to assist an individual in reaching their maximum potential and performance in all aspects of their life both professionally and personally through nutrition.

1.40pm The legal minefield that is the employers' dilemma

Samantha Turner, Partner, Simpson Grierson

Flexible Working Hours Act, four-weeks holiday, rising minimum wage... the list of legislation that the contact centre manager, workforce manager and even team leader must understand continues to grow.

How can managers keep abreast of new workplace legislation and where can they go for clear and concise information? Ignorance of the law can cost your company, so attend this session to ensure that you are up to date with employment law.

Samantha Turner is an expert in employment law. A Partner at the prestigious law firm Simpson Grierson she assists clients with managing and resolving employment relationship problems, grievances, and disputes.

2.10pm The future of the New Zealand Contact Centre Industry

Gay Reed-Barrance,

State Sales Manager for Western Australia, Amway

You can take the words 'contact centre manager' out of a job title and transfer her offshore... however after 15 years in the South East Asian/Australasian contact centre space, including five years as a member or chair of the TUANZ contact centre committee, Gay has some future focused thoughts to share on the New Zealand scene.

A great supporter of both the Contact Centre profession in New Zealand and of TUANZ, Gay left earlier this year to take up a new management position for Amway. In New Zealand she worked across a range of sectors including financial services, government and retail. She has experience in managing a contact centre in three different markets, motivating direct sales teams and dealing effectively with the HR issues that are unique to contact centre managers.

2.50pm Closing comments from Chair

3.10pm TUANZ Contact Centre tours

Get onboard one of our specially chartered buses and visit one of these five Auckland contact centre sites:

Air New Zealand

The Air New Zealand contact centre provides breadth of travel services, from flights to land arrangements including accommodation and insurance services, for customers spread across the world. The centre is open 24/7 and operates across two Auckland sites. It also provides special assistance

to VIP customers, support for a number of internal processes and technical assistance to online customers via phone and web chat.

Child Youth and Family

The National Contact Centre of Child Youth and Family, winner of the TUANZ Contact Centre of the Year +76 seats 2006, is a Government Contact Centre dealing with the lives of children and young people who are at risk of abuse, neglect or offending. They operate 24/5 with a two tiered structure employing customer service representatives and qualified social workers. In addition the centre provides an emergency service after hours for matters of a critical or very urgent nature 24/7.

iiNet New Zealand Limited

iiNet's Auckland contact centre handles around 25 per cent of the Australian-based ISP's call volume. It operates as a 'virtual' contact centre, along with centres in Perth and Sydney. iiNet have invested in a contact centre in New Zealand for two reasons – the time difference (four to five hours) enables iiNet to provide a 24 hour customer service line. The other key advantage is the cost – Garry Jones, Contact Centre Manager of iiNet, says its 25 per cent cheaper to run a centre in Auckland than Australia.

Sovereign Services Limited

At the heart of the Sovereign service experience lies the Relationship Centre (the Customer & Adviser Contact Centre). The centre won the 2006 & 2007 CRM Insurance Contact Centre of the Year, and the Adviser Relationship Centre were winners of the 2007 W A Taylor Adviser Survey Contact Centre of the Year. Recently the centre moved into a new state of the art building at Smales Farm in Takapuna and the team would like to extend a warm welcome to all delegates interested in checking out their new premises.

Telnet Services Limited

Telnet Services Limited, the winner of the TUANZ Outsourced Contact Centre of the Year 2007 Award, is a specialist outsource contact centre that offers both inbound and outbound sales and service facilities to a number of New Zealand's most recognised companies. Their particular point of difference is the ability to deliver seamless, transparent services enabling customers to gain the benefits of outsourcing without compromising service quality.

5.00pm Buses arrive back at SKYCITY Convention Centre

7.00pm Awards ceremony, pre-dinner drinks

7.45pm Seated for dinner and Awards ceremony

8.00pm Awards ceremony commences

award categories



- ▶ **Contact Centre of the Year under 25 seats** sponsored by Telco Review
- ▶ **Contact Centre of the Year 26 to 75 seats** sponsored by Drake
- ▶ **Contact Centre of the Year 76+ seats** sponsored by Madison Recruitment
- ▶ **Contact Centre Manager of the Year under 25 seats** sponsored by TelstraClear
- ▶ **Contact Centre Manager of the Year 26 to 75 seats** sponsored by Zintel
- ▶ **Contact Centre Manager of the Year 76+ seats** sponsored by Kelly Services
- ▶ **Contact Centre Trainer of the Year** sponsored by Rapid Results
- ▶ **Contact Centre Team Leader of the Year** sponsored by People Power
- ▶ **Contact Centre Workforce Manager of the Year** sponsored by Great Outcomes
- ▶ **Outsourced Contact Centre of the Year** sponsored by Genesys Laboratories Australasia Pty Ltd

KEY DATES

- ▶ **Monday 4 February** Award entries open
- ▶ **Monday 18 February** Conference registrations open – earlybird bonus
- ▶ **Monday 3 March** Award entries close
- ▶ **Monday 10 March** Judging round 1 – written entries
- ▶ **Thursday 20 March** Finalists announced
- ▶ **Monday 31 March** Judging round 2 – site visits
- ▶ **Wednesday 23 April** TUANZ Contact Centre Conference, Skycity, Auckland
- ▶ **Thursday 24 April** TUANZ Contact Centre Conference & Awards, Skycity, Auckland

**CONFERENCE
APRIL 23 & 24**

**Special earlybird
bonus packs for first
50 registrations**

Check out Award criteria and Contact Centre Conference details online

tuanz.org.nz

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