



CALL CENTRE CONFERENCE 2012

Leading the way for world-class customer service

22 – 23 February 2012 Two-day conference

21 February 2012 Pre-conference workshop

Radisson Blu Gautrain Hotel • Sandton

PARTICIPATING ORGANISATIONS



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Call centres are continuing to evolve and adding new contact centre channels of communication as well as technologies. Competition has also increased exponentially and the entire customer landscape is changing. The best call centres help in delivering a customer experience that attracts customers and their long-term loyalty and support.

Knowledge Resources is presenting the call centre conference where industry leaders will share case studies, strategies and tools to help you learn new ideas and gain practical advice guaranteed to help you in managing your call centre operations.



Who should attend

- Call centre managers
- Supervisors and team managers
- Human resources managers
- Customer service managers
- CRM managers
- Client service managers
- Communication directors
- Marketing directors
- Sales directors
- Customer service directors

ADDED VALUE

Join us on the 21 February 2012 for the pre-conference workshop:
Coaching the Performance Triangle in the Call Centre
presented by *Lauron Buys, Organisational and Leadership Effectiveness Coach, Leaders in Progress*



Gautrain

Travel on the GAUTRAIN from O.R. Tambo / Hatfield / Pretoria to Rosebank. The Gautrain system provides a safe, comfortable and reliable transport service.

The Gautrain system includes:

- Drop-off and parking facilities at all stations
- Hop onto the Gautrain bus going to Hyde Park and you will be dropped off at the first stop 200 metres from the Crowne Plaza Rosebank Hotel

Visit WWW.GAUTRAIN.CO.ZA for more information, routes and timetables

About Knowledge Resources

Our focus is to bring you high-quality conferences, seminars and skills-building workshops that will add value in terms of knowledge and skills. The aim is to provide extremely good value for the time and money clients have invested.

Our expertise lies in knowledge about the various disciplines within business and management as well as the knowledge needs of the tertiary, public and private sectors. Event topics are carefully selected to cater for South African needs, without discarding international standards.

Our event titles are researched, practical and case study-related, ensuring we bring our clients up-to-the-minute information, at the same time providing first-rate networking opportunities with leading business colleagues and executives. We surpass on providing our clients with a business knowledge experience!

SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.

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CONFERENCE PROGRAMME

DAY ONE Wednesday, 22 February 2012

07:30–08:30 REGISTRATION AND WELCOME REFRESHMENTS

08:30–08:45 **Opening remarks by the chairperson**
Rod Jones, Contact Centre Industry Specialist

08:45–09:30 **Customer-centricity is still the new competitive advantage**
Larry Borowitz, Head of Quality Management: The Service Lab, Discovery Health Services

- Why the customer has and always will be the centre of the business universe
- Do you have a call centre for the right reasons?
- Is your call centre giving customers what they need?
- How do you enable your call centre agents to be customer-centric?

09:30–10:15 **Retention strategies for your call centre personnel – Transforming a high-turnover culture into a high-retention culture**
Candice Roberts, Managing Director, CallForce

- Ensuring that everyone understands and accepts employees as the most important asset in today's competitive, challenging market
- Developing a leadership team that values employees and creates a culture of high productivity, job satisfaction, and innovation
- Understanding the factors that make an employer attractive today

10:15–10:45 MID-MORNING TEA

10:45–11:45 Round-table discussion

Theme 1 – Effective call centre staffing to reduce turnover

Theme 2 – Optimising your call quality monitoring programme

Theme 3 – Turning customer interactions into profit

11:45–12:30 **Social media – Customer interaction and the contact centre**
Sudhir Juggernath, Product Specialist, Neotel

- How to apply social media strategies from both B2C and B2B companies to build long-lasting relationships with customers
- How to partner customer operations with social strategy to create a consistent customer experience
- Essential keys to using social media to grow your business from existing customers
- Implementing care strategies to engage your consumers while building your brand

12:30–13:30 LUNCH

13:30–14:15 **Next generation call centre – Changing the way businesses talk to customers**
Morne Serfontein, Head: Operational Support Services, Standard Bank

- Preparing yourself and your business for change

14:15–15:00 **Does outsourcing your call centre improve customer experience?**
Ugestra Alwar, Executive Head: Contracts and Outsourcing, Vodacom

- Methods for measuring customer experience
- Comparison between in-house vs outsourced call centre customer satisfaction scores
- Key drivers for customer satisfaction

15:00–15:15 QUICK LEG STRETCH

15:15–16:00 **Protection of Personal Information Bill – Privacy of information in the context of your call centre**
Ina Meiring, Director, Werksmans Attorneys

16:00 CLOSING REMARKS BY THE CHAIRPERSON

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CONFERENCE PROGRAMME

DAY TWO Thursday, 23 February 2012

07:30–08:30 **REGISTRATION AND WELCOME REFRESHMENTS**

08:30–08:45 **Opening remarks by the chairperson**
Rod Jones, Contact Centre Industry Specialist

08:45–09:30 **Motivating employees in the call centre – Rewards and recognition**
Lynnette Morris, Managing Member, The Skills Facilitator

- Recognising achievement and growing future leaders
- Quantifying the drivers and influences of productivity
- The importance of consistency of service and good employee morale
- Making incentive programmes more effective

09:30–10:15 **Call centre life-cycle management – Business continuity and contingency planning**
Noelan van Dayer, Senior Call Centre Manager, Automobile Association South Africa

- Provisioning for future demand with present capacity and budget
- Developing scalable and flexible call centre operations
- Service delivery for downtime and data crash

10:15–10:45 **MID-MORNING TEA**

10:45–11:30 **Building an all star team - Effective people management strategies for call centres**
Andries Nthebe, Legal Advice Call Centre Manager, Legal Aid

11:30–12:15 **Crisis management in the context of your call centre – Preparing for that catastrophic event!**
Continuity SA

- What does disaster recovery mean for your call centre?
- Identifying business triggers that affect your call centre
- Developing effective business continuity plans
- Protecting data in your call centre

12:15–13:15 **LUNCH**

13:15–14:00 **How to select the correct location for your call centre**
Jed Hewson, Director, 1Stream

- Current South African landscape offering
- Factors determining your investment decision
- Executive decisions that will make your call centre work

14:00–14:45 **Session reserved for Sharon Haigh, CCMG**

14:45–15:00 **QUICK LEG STRETCH**

15:00–15:45 **Inspiring excellence through proactive leadership – Key lessons for your call centre**
Divinia Fernandes, Learning and Development Specialist, Savant People Development

- Leading your people to fuel success and growth in your contact centre
- Leadership strategies for the contact centre of the future
- Building leadership from the bottom up
- Grooming potential leaders for growth and development

15:45–16:00 **CLOSING REMARKS BY THE CHAIRPERSON AND CLOSE OF CONFERENCE**

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PRE-CONFERENCE WORKSHOP

Tuesday, 21 February 2012

Coaching the Performance Triangle in the Call Centre

At last a way to get engagement and performance

Facilitated by **Lauron Buys**, Organisational and Leadership Effectiveness Coach, Leaders in Progress

In this programme Lauron will share with delegates his new concept - The Performance Triangle, which together with his original idea of the 7 Effective Keys of Coaching, gives a broad understanding of what is required to consistently get results in call centres and other businesses.

This workshop deals not with how coaching conversations should take place and what coaching skills are required but what the conversations should focus on.

The **'Why'**: Why would we want to coach in a call centre environment?

The **'How'**: How would coaching conversations sound in a call centre environment?

The **'What'**: What would our coaching conversations focus on?

The **'When'**: When will we get time to coach?

Workshop outline

- Has our emphasis been in the wrong place?
- The performance triangle – why it leads to greater performance
- Coaching performance – going beyond the score
- Coaching mastery – going beyond learning
- Coaching self-expression – going beyond a job
- Coaching the performance triangle – going beyond a conversation

Programme

07:30 – 08:30

Workshop registration and welcome refreshments

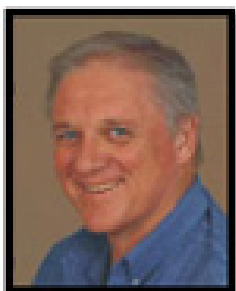
08:30 **Workshop begins**

10:00 – 10:30 **Mid morning tea**

12:00 – 13:00 **Lunch**

14:45 – 15:00 **Quick leg stretch**

16:00 – 16:30 **Workshop ends**



About **Lauron Buys**

Lauron helps leaders and senior managers consistently and effectively get their best out of their teams, their people and themselves. He has more than twenty years' experience in aggregate in leadership, executive and strategic roles in law, commerce, education and sports leadership. In addition, he has been developing leaders in some of South Africa's blue-chip corporates for ten years. With this background Lauron is regarded as one of the respected thought leaders of the coaching profession in South Africa.

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CONFERENCE SPEAKERS



Rod Jones, *Contact Industry Specialist*

Since 1985 Rod has been at the forefront of the South African customer services and call centre industry and telephony-based marketing in South Africa and has gained extensive, specialised expertise in this field. He has served two terms as the director responsible for TeleBusiness on the executive board of the Direct Marketing Association of Southern Africa. He has long been recognised internationally as a subject matter expert in the field of Call Centres, Customer Management, Customer Club management, Customer Relationship Marketing, Loyalty Programmes and many related database-orientated and Direct Marketing methods.



Morne Serfontein, *Head: Operational Support Services, Standard Bank*

In 2007, Morné joined the Standard Bank of South Africa, taking charge of the Shared Services unit, inclusive of Talent and Resourcing, Learning and Development, Application and Telephony Systems, Workforce Management, Learning and Development, Knowledge Management and Customer Experience strategies for the Standard Bank Direct Channels. As part of the strategic interventions, Morné and his team implemented various support solutions, including Learning and Staff Profiling solutions, CRM processes systems and other award-winning technologies to assist in increasing Customer Experience.



Ina Meiring, *Director, Werksmans Attorneys*

Ina is a specialist in banking and regulatory law. Prior to joining Werksmans Attorneys in October 2007, Ina held the position of Group Legal Counsel at ABSA. She actively participated in various banking industry forums and still serves as a member of the Standing Committee for Review of the National Payment System Act. She was a highly regarded lecturer at both RAU and UNISA law faculties for some 22 years. Ina has delivered many papers and contributed to various publications throughout her career.



Ugestra Alwar, *Executive Head: Contracts and Outsourcing, Vodacom*

Ugestra is an outsourcing executive with broad experience in managing all aspects of the Outsourcing Process from vendor selection, commercial modelling, operations management, and continuous engagement. He has experience within running a national, multi-vendor footprint across a diversity of business process outsourcing.



Candice Roberts, *Managing Director, CallForce*

Candice is currently the Managing Director of CallForce, a highly successful recruitment company specialising in contact centre industry. She has invaluable experience and an in-depth knowledge of the contact centre and recruitment industry. Candice was also selected as an endeavour high-impact entrepreneur by a group of top South African and international businesspeople in 2005.



Lynnette Morris, *Managing Member, The Skills Facilitator*

Lynnette's experience lies in service management, training and development. She is passionate about people and maintaining high service delivery levels in contact centres, sales and retail channels. These attributes were initially shaped as a founding member in MTN South Africa, supporting the fast staffing growth requirements and increased need for exceptional customer care skills in the telecommunication industry as the subscriber operations training and development manager.



Andries Nthebe, *Legal Advice Call Centre Manager, Legal Aid*

Andries is currently the Legal Aid Advice Line Manager. He previously held a position of Call Centre Team Leader at FNB Law On Call and Legal Advisor at Legal & Tax Services. He practiced as an Attorney at RA Nthebe Attorneys. Andries also participated in a number of regulatory forums including, Board Member of the Bethlehem Transitional Council Provincial Hospital Board, Presiding Officer of the Bethlehem Transitional Council Evaluation Court. He was also a Labour Law and Administrative Law lecturer at the University of Limpopo (QwaQwa Branch).



Jed Hewson, *Director, 1Stream*

Jed has spent the last 18 years in the IT industry. Working as the CIO for Amvia, Jed helped pioneer the voicemail, network fax and unified messaging industry in South Africa in the 90s, including delivering SA's first contact centre using VOIP over ATM. When changes in the telecoms sector in SA made hosting possible, Jed co-founded 1Stream in 2007, a dedicated hosted contact centre company. 1Stream specialise in providing on-demand contact centre technology to overseas companies based in South Africa.



Divinia Fernandes, *Learning and Development Specialist, Savant People Development*

Divinia is interested in developing leaders, key talent and high performing teams where focus is on enabling learning and facilitating meaningful personal development. Divinia's versatility and experience as a facilitator, assessor, moderator, skills development facilitator, leadership development facilitator, sales trainer and sales coach combined with commitment, dedication and passion for creating empowering learning environments has established her personal profile and credibility within the industry.

Registration fee

- A** Pre-conference workshop
21 February 2012 – R4 675
- B** Two-day conference
22 – 23 February 2012 – R8 950
- C** Two-day conference and pre-conference workshop – R11 450 (save R2 175)

The above registration fees include VAT, lunch and refreshments, parking and conference/workshop material

TERMS AND CONDITIONS

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

SOMETHING HAS COME UP AND I CANNOT ATTEND

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a **substitute** delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may **transfer** at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may **cancel** your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, **no refund or credit** can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip
Nedbank Cresta, Account No.: 1913164489
Branch Code: 191305, FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.



Crous Knowledge Resources Pty Ltd T/A Knowledge Resources
Ground Floor, The Mews, 173 Oxford Road, Rosebank, 2196
Company Reg. No. 1991/000853/07

Special Offers

- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPO's, small businesses (30 or less employees) & full-time lecturers at universities/colleges/schools – contact us for more information!

Registration Methods

- Register online GO TO www.kr.co.za
- Phone Plaxy Kathumba on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to plaxy@knowres.co.za

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received

Booking made by

Phone Email

Date Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Tick option **A** **B** **C**

Name Title

Designation

Phone Fax

Cellular Email

Company

Company VAT Number

Postal Address

Postal Code

Dietary Requirements

DELEGATE 2

Tick option **A** **B** **C**

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 3

Tick option **A** **B** **C**

Name

Title

Designation

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Dietary Requirements

DELEGATE 4

Tick option **A** **B** **C**

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 5

Tick option **A** **B** **C**

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

CREDIT CARD PAYMENT

Card Holders Visa / Master Amex Diners Mark appropriate box Expiry Date

Card No. CCV No.

Amount (All prices include VAT)

Date Signature