

Now in its
11th year

CCWF

Call Center World Forum
20 - 21 March • Moscow • Russia
Radisson Slavyanskaya

**Don't miss the event of the year in the call-center World!
Join us!**



Operator of the Year • 2011

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ABOUT EVENT


Don't miss the event of the year in the call-center World! Join us! 20-21 March 2012 Moscow Russia, Radisson Slavyanskaya


CCWF is the Eastern Europe number one event held since 2002. It annually brings together no less than 1800 participants from more than 700 companies. X CCWF carried out in March 2011 showed an impressive record increase of attendance and renewed interest in the event, both from contact centers and from solution providers, system integrators and service providers.

Key indicators of CCWF in 2011:


- 2000+ Exhibition visitors
- 30+ exponents on the square of more than 1000 sq. m.
- 500+ Conference delegates
- 150+ speakers
- 80+ reports and discussions at the Conference
- 30+ new products and solutions presentations


CCWF HIGHLIGHTS IN 2012:


 **expo** – more than 1000 sq.m exhibition area of equipment, technologies, solutions and service providers on the contact centers market of the region.


 **sessions** – Conference in the format of panel sessions concerning the six main subjects: Market and Trends, Effective Operational Management Of Contact Center, Customers, Staff, Technology, Outsourcing and BPO.


 **tours** – excursions program (reference visits) to operating contact centers.

 **masters** – Workshops, Trainings and Seminars held by recognized experts and consultants.

 **live DEMO** – demonstration of a live working call-center with examples of real operating solutions, from an advanced operator headset to a speech recognition system and contact center resource planning. The first time opened at CCWF in 2011, it attracts the attention of a large number of participants. In 2012 CC live DEMO is promised to be more interesting.

 **technology** – free for attendance, is a continuation of the Conference CCWF main program, including overview of modern technology used for building and improving the efficiency of contact center work.

 **start-up** – place, where you can get **free** answers to questions: how to build call-center from the beginning, how to choose software and equipment provider, how to determine the role of call centre operator and integrator, how to begin an implementation of the project and to calculate a business plan.

 **klinik** – You have a concern in your contact center? Experienced professionals of consulting and clinical zone will help make the correct diagnosis, find effective treatment, eliminate anxiety, point out errors.

CONFERENCE

CSessions - High organizational level conference with the participation of key persons of the industry, held in parallel sessions covering six main themes: The Market and Trends, Effective Operational management, Customers, Staff and Technology.

Program of the Conference consist of 4 sessions, covering all main topics for learning and discussion during 2 days of the Forum, and special, free for attendance, Technology sessions, including overview of modern technology used for building and improving the efficiency of contact center work, and also special program on the third day of the Event. For the first time in CCWF-12 for the Conference delegates we include the possibility to visit operating contact centers and the possibility to participate in post-conference master-classes and seminars.

Reco`gnized by the professional community of experts, consultants, business coaches, top managers of the leading contact centers from Russia and other countries in the region and the European Union are invited to the Conference as speakers.

PROGRAM OVERVIEW

The conference program CCWF in 2012, is more than ever full of extremely interesting, rich of useful practical information sessions and special events. In addition to the traditional interactive and discussion formats on key topics with experts and delegates in the hall, representing a full range of opinions and a deep immersion in the subject, the conference program includes a new format - excursions (refers-visits) in operating contact centers.

The Conference program consists of 5 sessions covering six main themes for studying and discussion during the first 2 days, as well as a special program on the third day of the conference. For the first time at CCWF-11a for the Conference delegates there is the possibility of reference visits to operating contact centers, as well as participation in post-conference workshops and seminars.

Below is a basic overview of the CCWF-12 Conference program:

March 20, 2012, Tuesday			
Morning			
KEY PLENARY SESSION <u>MARKET AND TRENDS</u>			Session <u>TECHNOLOGY</u>
Afternoon			
Gala dinner CCWF - and <u>Award Ceremony of CallCenterGuru professionals «Crystal Headset™»</u>			
March 21, 2012, Wednesday			
Session <u>EFFECTIVE OPERATIONAL MANAGEMENT</u>	Session <u>CUSTOMERS</u>	Session <u>STAFF</u>	Session <u>TECHNOLOGY</u>
March 22, 2012, Thursday			
<u>EXCURSIONS</u> to operating contact centers	Post-conference Master class Subject to be confirmed	Post-conference workshop Subject to be confirmed	

MARKET AND TRENDS

This is a key plenary session, it will open the Conference on the morning on March 20. Guest experts in the format of panel discussions and short presentations will present their views on such issues as:

- What are the realities of the contact centers market in Russia and the countries of the region?
- What and how to determines current trends in customer service development and contact centers:
 - Trends in the customer relationship management
 - How to create personalized customer relationship strategies within your company
 - How to create long term loyal customer relationship
 - How to get more staff involvement and satisfaction
 - What companies need to launch these strategies
 - Social Media as a customer communication channel
 - Business-models of call centers usage
 - Internal contact centers
 - Out sourcing: services, business processes, personnel, jobs, IVR, etc.
 - Hosting, virtualization, SaaS, PaaS and others
 - Technological Trends
 - Strategic trends in human resource management
- What customers expect from the future contact centers, and what contact centers must be ready to after 5-10 years of development of modern technology?
- How leading Russian and global suppliers see the development of customer service technology?

The session will be followed by an interactive discussion panels, to participate in which we invited the supervisors, operational managers from leading Russian and foreign companies, suppliers of equipment, technologies and solutions for the contact center industry.

EFFECTIVE OPERATIONAL MANAGEMENT

Effective operational management of contact center, optimization, standardization are key issues of this session, which will begin on the second day of the Conference on March 21 (in parallel with other sessions). The session will be interesting for contact centers heads, operational managers, customer service department managers. Guest experts and practitioners in the format of the business cases and presentations will present their views on such issues as:

- Process approach to call centre management;
- How not to lose a goal optimizing the means?
- Relationship and optimization of processes and resources in the contact center
- How to maintain, improve and monitor customer satisfaction, while reducing costs in the contact center?
- How to increase sales in the service contact center?
- How automation services can help to optimize work of the contact center?
- Improving operational efficiency and productivity of the contact center and back office;
- Efficiency and quality: together or apart?
- Standardization and optimization in the contact center.

CUSTOMERS

The role and place of contact center in the strategies of modern customer-oriented company, in customer relationship management, perception, level of customer satisfaction, sales increase, as well as many other subjects are the basis for a program of speeches at this session, which will be held on the second day of the Conference on 21 March (in parallel with other sessions). The session will be interesting for customer service department managers, in which the contact center has a key role. Invited experts and practitioners in the format of the business cases and presentations to present their views on issues such as:

- The role and place of contact center in the customer-oriented strategy of the company.
- Customer service model that distinguish one contact center from others.
- How to build an effective customer service strategy in the company.
- How to create competitive advantage in customer service.
- Essential tools in customer service management for effective achieving goals.
- Measuring customer satisfaction and building customer feedback in the modern contact center.
- Immediate response to customer complaints.
- Monitor and control the quality of customer service.
- Effective sales in the contact center.
- Multichannel analysis of the interaction with customers via phone, email, web, social networks, etc. to improve customer satisfaction.
- Social media as a customer communication channel in the contact center.

STAFF

Searching, selection, recruitment, training, retention, motivating, encouraging, rewarding staff of contact center are the key subject of one of the most popular and sought-after sessions. The session will be held on the second day of the Conference on 21 March (in parallel with other sessions) and will be interesting for contact center managers, operational managers, HR specialists, coaches. Guest experts and practitioners will present their views in the format of business cases and presentations on issues such as:

- How to build an effective strategy for recruiting and training.
- Current motivation, encouraging and rewarding schemes for contact center staff.
- How to increase the quality of work in contact center.
- Effective technologies of training contact center agents.
- Who should train call center specialists?
- What and how to train contact center managers?
- Advantage of usage home-based employee in the contact center.
- Approach for making personalized plan of development.
- How to give a feedback to your staff?
- Best Practices for personnel management in contact center.

TECHNOLOGY

Free for attendance, is a continuation of the Conference CCWF main program, including overview of modern technology used for building and improving the efficiency of contact center work.

During 2 days of the Technology session program successful case-studies will be performed and all main technology and services will be demonstrated including the following topics:

- Self-service technology
 - Speech Recognition and Identification
 - Speech synthesis and speech technology in IVR
 - Optimization and improvement of IVR
- Quality management, monitoring, speech and screens recording, saving, analysis of voice connections
- Personal management technology
 - WFM
 - WFO
- Equipment and technology of an operator's workplace
 - Workstations, monitors and equipment
 - Headsets
 - Operator's single window

- Contact center work space equipment
 - System of placement and organization of space (tables, partition-walls, lockers)
 - Lighting and power
 - Air conditioning and fire suppressing
- Integration of contact center with CRM and social media
 - Customer management
 - Feedbacks
 - Clients base analysis
- Cloud technology
- Using video in contact centers
 - Video conference
 - Video monitoring
 - Unified communications

If you want to be the first who will listen about the latest technology, to understand nuances of already integrated solutions, compare services or invest for work optimization in contact center, so you should visit Technology session.

EXCURSIONS

to operating contact centers

11 CCWF traditionally held excursion program (reference visits) for its participants to operating contact centers.

If you are interested in receiving further information and participation in the Reference Visits Program, willing to open the doors for the first delegation of 10 visitors, please inform us no later than December 20, 2011 via:

ccwf12@ccwf.ru

POST-CONFERENCE


After the end of a two-day program of panel sessions in the final third day of the Conference, recognized experts and consultants will hold Workshops and Seminars.


Details of the Conference program, including subjects and abstracts, information about the speakers will be available in January 2012.


EXHIBITION


11 CCWF invites you to Moscow, Russia on 20 - 21 March 2012 to visit CC Expo, the most extensive in Eastern Europe and the countries of the region exhibition of technologies, equipment, solutions and service providers for contact centers. In 2011, a record number of participants attended the CC Expo - more than 2000 professionals and senior managers from 17 countries have once again confirmed the position number 1 of event in the contact centers world in Eastern Europe and other countries in the region, including countries of the Middle East (Egypt, Israel) and Central Asia (Uzbekistan, Kyrgyzstan, Tajikistan, Kazakhstan). The CC Expo is annually attended by more than 30 exhibitors on an area of over 1.000 sq.m. Every year the presentation area program includes dozens of new products, services and solutions presentations. Since 2011, the exhibition CC Expo visitors get an opportunity to visit free consulting and start-up zones, which attract high interest among visitors.


CC Expo highlights:

 – An exhibition area of more than 1000 sq.m. of equipment, technologies, solutions and service providers on the contact centers market of the region.

 – Demonstration of "live" operating call-center with examples of real operating solutions, from an advanced operator headset to a speech recognition system and contact center resource planning, a real load, operational staff, supervisors and managers. In 2012 CC live DEMO is promised to be more interesting.

 - free for attendance, is a continuation of the Conference CCWF main program, including overview of modern technology used for building and improving the efficiency of contact center work.

 – place, where you can get **free** answers to questions: how to build call-center from the beginning, how to choose software and equipment provider, how to determine the role of call centre operator and integrator, how to begin an implementation of the project and to calculate a business plan.

 – You have a concern in your contact center? Experienced professionals of consulting and clinical zone will help make the correct diagnosis, find effective treatment, eliminate anxiety, point out errors.

A detailed program of the exhibition will be available in January 2012.

Take part in the CC Expo, the most extensive in Eastern Europe and the countries of the region exhibition of technologies, equipment, solutions and service providers for contact centers. Meet with potential customers, partners and existing customers, demonstrate your achievements, new products and services. In 2011 the CC Expo brought together record number of visitors - more than 2000 professionals and executives from 17 countries.. Special and rich of practical information exhibition program attracts more visitors each year, while their entrance to the exhibition is free during 11 years already. Your company can invite to its residence or booth existing and potential customers, organize business meetings, show new product and successful cases presentations.

WHAT ACTIVITIES TO PARTICIPATE IN

To participate in the Jubilee CCWF XI Forum, which will be held on March 20 – 21, 2012 in Moscow in hotel Radisson Slavyanskaya you need to register.

- **To participate in the paid Conference** you should select events to attend and submit an application, get an invoice for payment, carry out the payment in time and get accreditation for the delegate.
- **For free access to the CC Expo exhibition** and all events held within it, you must register and get an electronic badge with a registration number that will give you the right to visit the exhibition for free.

Conference delegates can choose to attend certain events, certain events packages, or VIP package that includes all activities of the first two days (excluding the activities of the third day).

Participation formats and registration fees:

Participation format	The cost of participation, EURO, including all taxes per delegate
VIP PACKAGE All Conference sessions, 1 and 2 day, including a gala dinner on March 20	900
BUSINESS PACKAGE 1 All Conference sessions of the 1st day, excluding Gala Dinner	696
BUSINESS PACKAGE 2 All Conference sessions of the 2nd day, excluding Gala Dinner	696
BUSINESS PACKAGE 3 All Conference sessions of the 1st and 2nd day, excluding Gala Dinner	852
SESSION PACKAGES Selected certain Conference sessions a choice of 2nd day	
The first session of 2nd day	461
+ Additional sessions of 2nd day	+ 159
GALA DINNER , 1st day	144
MASTER CLASS , 3rd day	364
WORKSHOP 3rd day	364
REFERENCE-VISIT to contact center , 3rd day	486
Registration and payment of bills discounts	
before February 1	15%
For members: National Association of Contact Centres Guild Managers Contact Center	Every second delegate is free of charge within the selected package except Gala dinner, if registered before February 1, 2012
For the Community Call Center Guru	Personal +5% extra discount if you state your personal promotional code produced at the site of the Community in the on-line application

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