

**Welcome**






**Next Generation Call Centers -  
Are You Prepared?**

*Presented by:*  
**THE CALL  
CeNTER  
SCHOOL** 



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**Evolution of Technology**



● DID  
Phone Power  
ACD

● IVR  
DNIS/ANI  
CTI  
Dialers  
WFM  
QM

● Email  
Web chat  
IM  
Social media

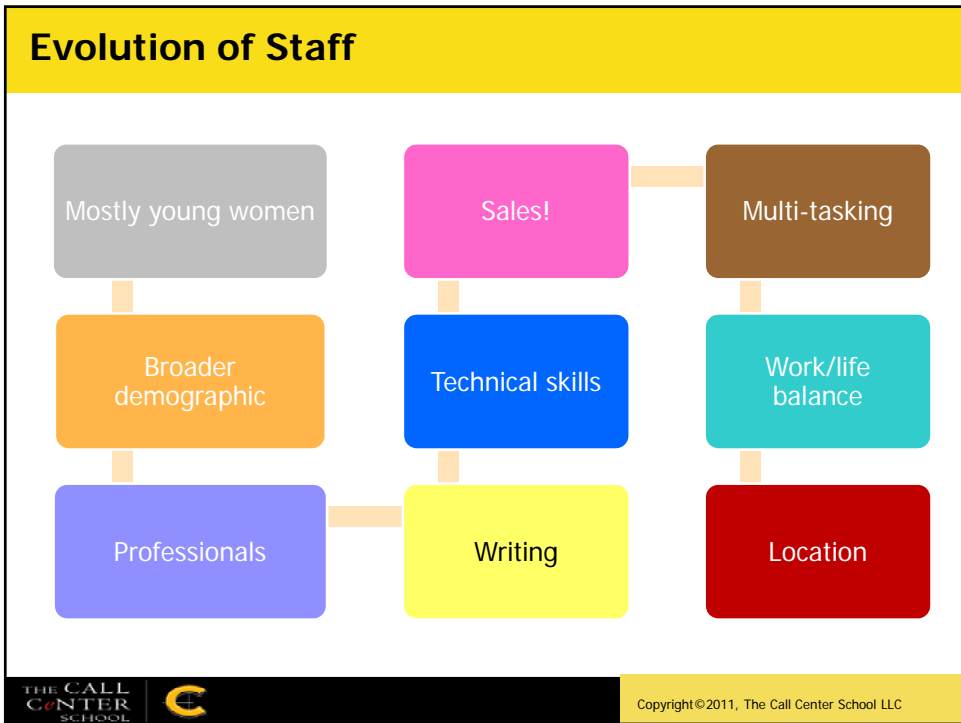


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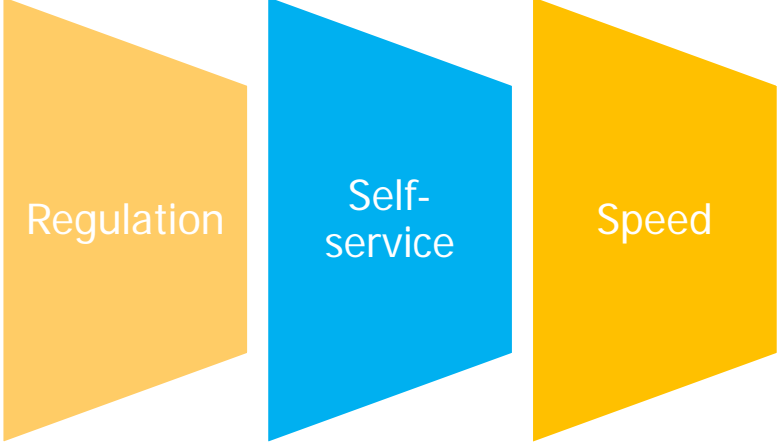
### Evolution of Consumers

The collage features three main images: a man and a woman walking with shopping bags, a woman smiling while talking on a mobile phone, and silhouettes of people standing on a globe. A large, light-colored arrow points from the bottom left towards the right, indicating a progression or evolution.

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### Societal Change



Regulation

Self-service

Speed

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### What Does the Future Hold?



2015?

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## What Do You Need to Do?

- Prepare your staff/self
- Reconsider your metrics
- Explore non-traditional staffing
- Consider technology options
- Connect to other departments and senior management
- Don't be a victim
- And most importantly...



**Embrace change!**

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## Speaker Profile



**Maggie Klenke** is a Co-Founder of *The Call Center School* – a Nashville, TN based company that specializes in professional development of call center professionals. Maggie heads up the company's consulting and professional service division, overseeing a wide range of projects related to call center operations and workforce planning.

Maggie is a popular speaker at industry conferences and association meetings and she writes frequently for industry publications with articles and blogs appearing regularly across the industry. She is the author of *Business School Essentials for Call Center Leaders*. Along with Penny Reynolds, she has also co-authored the five textbooks used by the University of Phoenix call center management program, as well as the popular *Call Center Staffing – The Complete, Practical Guide to Workforce Management*.

Maggie has over 30 years experience in call center operations from the perspective of an end-user, vendor, consultant, and teacher. She was among the first in the industry to earn CIAC professional certification as a Certified Call Center Management Consultant.

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