

A black and white photograph of a call center workstation. Two headsets are hanging from the top of a desk. The background shows a window with a grid pattern. An orange horizontal band is overlaid across the middle of the image.

CALL CENTER FORUM

CREATING A CUSTOMER-CENTRIC CALL CENTER

November 12–13, 2008
The Gallup Building
Washington, D.C.

GALLUP CONSULTING®

Welcome

Organizations are continually challenged to find new ways for their businesses to grow, and sharing best practices with industry insiders is integral to such an evolution.

At the Call Center Forum, participants have the opportunity to learn and share best practices and challenges in creating dynamic, responsive, and customer-centric call centers. These strategies include:

- employee engagement
- pre-employment selection
- quality monitoring programs
- “Voice of the Customer” surveys and feedback techniques
- team development
- team manager accountability

During the forum, executives from **PNC® Financial Services Group, Inc., Fifth Third Bank®**, and **Xcel Energy®** will share insights into their strategies for creating customer-centric call centers. Gallup experts will present the latest research on call centers and call center management.

Sessions are designed to promote open conversation among all participants and foster learning. In addition to hearing fellow attendees share their experiences, participants will receive Gallup’s research on barriers to customer-centricity. Reducing these common pitfalls can ensure greater efficiency and increased customer and employee engagement.

November 12, 2008

7:30 A.M.–8:30 A.M.

Continental Breakfast

8:30 A.M.–9:00 A.M.

Welcome and Kick Off

Teresa Tschida, Strategic Consultant and Principal, Gallup

9:00 A.M.–10:30 A.M.

Organization Presentation: Xcel Energy

Ken Floyd, Vice President of Customer Care and Revenue Cycle

Employee engagement drives business success, according to Ken Floyd, Vice President of Customer Care and Revenue Cycle at Xcel Energy, a natural gas and electric utility with more than 5 million customers in eight Western and Midwestern states. Employees must feel empowered to help run their business and take ownership for addressing problems and finding solutions. Mr. Floyd will discuss how he is harnessing the power of more than 1,400 employees to transform his organization from good to great.

10:30 A.M.–10:45 A.M.

Break

10:45 A.M.–12:15 P.M.

Organization Presentation: Fifth Third Bank

Glen Pryer, Vice President, Call Center Operations

Glen Pryer, Vice President of Call Center Operations for Fifth Third Bank, will discuss the transition from a cost-based support center to a customer-centric support center.

12:15 P.M.–1:15 P.M.

Lunch

1:15 P.M.–2:45 P.M.

Organization Presentation

2:45 P.M.–3:00 P.M.

Break

3:00 P.M.–4:00 P.M.

Caring for Our Customers' Customers: Making Engagement the Target

Mike McDonald, Director of Engagement, Consumer Interviewing, Gallup

Many studies have noted that engaged employees contribute to creating engaged customers. But how is the relationship between employee engagement and customer engagement best produced in a call center environment? Mr. McDonald will describe how Gallup manages employee engagement and targets it toward an experience that moves customers beyond satisfaction to engagement.

4:00 P.M.–5:00 P.M.

Wrap Up

6:30 P.M.

Cocktails Followed by Dinner

Workshop Agenda

November 13, 2008

7:30 A.M.–8:30 A.M.

Continental Breakfast

8:30 A.M.–9:00 A.M.

Opening Remarks

Teresa Tschida, Strategic Consultant and Principal, Gallup

9:00 A.M.–10:30 A.M.

Organization Presentation: PNC Financial Services Group, Inc.

Deb Madigan, Senior Vice President

Deb Madigan from PNC, one of the top 10 banks in the United States, will share insights on creating a customer-focused contact center. They will discuss the importance of delivering an outstanding customer experience through engaged employees.

10:30 A.M.–10:45 A.M.

Break

10:45 A.M.–12:15 P.M.

Organization Presentation

12:15 P.M.–1:15 P.M.

Lunch

1:30 P.M.–2:30 P.M.

Barriers to Creating a Customer-Centric Call Center

Tom Rieger, Principal, Gallup

Mr. Rieger will present Gallup's research on the barriers to creating customer-centric call centers. He will provide insights into the real costs to the company and discuss strategies for overcoming common pitfalls.

2:30 P.M.–3:00 P.M.

Event Wrap Up

3:00 P.M.

Adjourn

Ken Floyd

Vice President of
Customer Care and
Revenue Cycle,
Xcel Energy

Ken Floyd is Vice President of Customer Care and Revenue Cycle for Xcel Energy, a major U.S. electricity and natural gas company with regulated operations in eight Western and Midwestern states and headquarters in Minneapolis. Xcel Energy provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers through its regulated operating companies.

Mr. Floyd leads Xcel Energy's contact centers and the company's revenue cycle functions. Before coming to Xcel Energy in 2007, he was Director of Customer Service for the Sacramento Municipal Utility District, known for its industry-leading customer satisfaction. He also held many operational positions at Pacific Gas and Electric. Mr. Floyd received a bachelor's degree in management from Golden Gate University and a master's degree in business administration from Saint Mary's College in California.

Glen Pryer

Vice President, Call Center
Operations,
Fifth Third Bank

Glen Pryer, Vice President, is responsible for Fifth Third Bank's Call Center Operations. His group handles workforce, budget, training, and quality for consumer online, commercial, and technical support. The Call Center supports a variety of quality programs and service initiatives, including the Office of the President, the Bancorp's escalated problem-resolution group.

Mr. Pryer received a bachelor's degree in computer science from the University of Texas. He is a certified Six Sigma Black Belt Champion and has sponsored or executed more than 60 process improvement projects.

Deb Madigan

Senior Vice President,
PNC Financial Services
Group, Inc.

Deb Madigan is Senior Vice President of the National Financial Service Center (NFSC) of PNC Financial Services Group, Inc., which employs about 1,000 employees in 21 work groups. Ms. Madigan was a crucial force in growing the NFSC from a service provider to a multiservice/sales engine for PNC. She also provides a broad scope of leadership over many other areas of PNC, which employs approximately 28,000 people in 32 U.S. states and abroad.

In 1999, Ms. Madigan received the prestigious "PNC Performance Award." This award, which is limited to about nine employees per year, is the ultimate honor a PNC employee can receive.

Ms. Madigan has worked on many special projects, from changing policies and cost-cutting initiatives to building and designing call centers and relocating employees. In 2006, she opened two new NFSC Satellite Call Centers in the greater Washington and central Pennsylvania markets. These centers will allow the NFSC to staff more multilingual employees to better serve PNC's diverse customer base.

Event Presenters

Teresa J. Tschida

Strategic Consultant and
Principal,
Gallup

Teresa J. Tschida is a Strategic Consultant for Gallup. She specializes in using customer and employee engagement, strengths-based selection and development, and change management to effect comprehensive organizational improvement. She provides industry expertise to financial service clients to help them achieve strategic growth and market leadership position.

Prior to joining Gallup, Ms. Tschida worked as a market president in retail banking at one of the largest diversified financial services companies in the United States. In addition to retail banking, she led regional business development teams that focused on building the company's membership banking business and developing and enhancing relationships with third-party mortgage brokers. Prior to that, she served as a call center manager for a financial services company.

Mike McDonald

Director of Engagement,
Consumer Interviewing,
Gallup

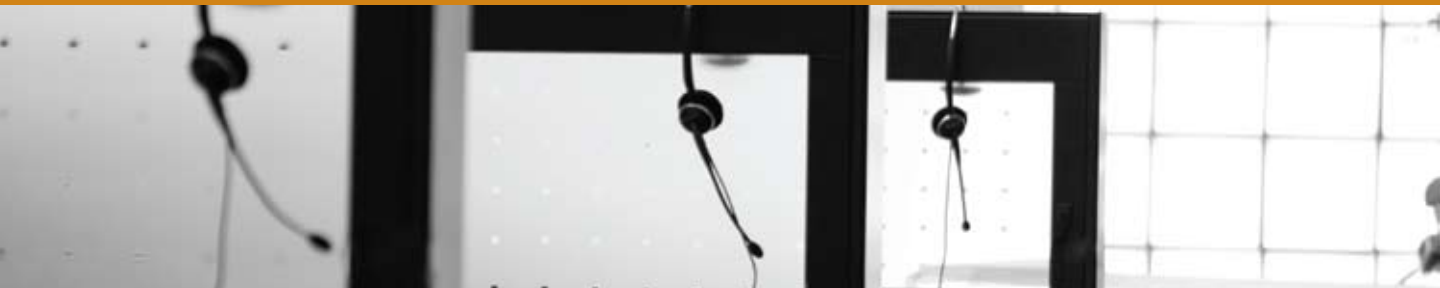
Mike McDonald is Director of Engagement for Gallup's consumer outbound interviewing division. Mr. McDonald leads and consults on interviewer engagement and retention strategies with Gallup's six call centers.

Over the past 10 years, Mr. McDonald has used measurement, recognition, forecasting, and aligned strategies to decrease annual interviewer turnover by 120% and increase tenure from an average of 1 year to 2.5 years. Over the same period, workplace engagement scores for Gallup's interviewing centers have risen 12%, placing them in the top quartile in Gallup's nationwide employee engagement ranking.

Tom Rieger

Principal,
Gallup

Tom Rieger is a Principal for Gallup. Rieger is responsible for the creation of "Barrier Analysis," Gallup's consulting framework for identifying and removing organizational barriers to success, particularly in call center environments. Mr. Rieger has spoken, consulted, and trained others internationally on overcoming behavioral barriers and has published several articles on the topic.



Facilities	The Call Center Forum will take place November 12-13 at the Gallup Building at 901 F Street, N.W., in Washington, D.C.
Travel Assistance	Gallup is pleased to offer the service of our Travel and Transport Center as you book your travel for this workshop. Please contact Mickey Hoel at 866.457.8785, and she will be happy to assist you.
Lodging	<p>Participants are asked to contact the Hotel Monaco reservations department at 877.202.5411 and mention the Gallup Call Center Forum to receive the preferred rate of \$329 plus tax per night. The rate is guaranteed until October 14 for check in on November 12 and departure November 14.</p> <p>The Hotel Monaco is located at 700 F Street N.W. ,Washington, D.C., and approximately one block from the Gallup Building.</p>
Attire	Business professional attire is recommended for workshop activities.

Contacts and Registration

Event Coordinators	<p>Mary Penner-Lovci Tel: 212.548.2940 mary_penner-locvi@gallup.com</p> <p>Amy White Tel: 609.279.2233 Fax: 609.279.2541 amy_white@gallup.com</p>
Registration Information	<p>To promote maximum interaction among participants, registration will be limited to a small group of senior executives.</p> <p>You may apply for registration online by visiting the Web page for the Call Center Forum in the Learning Events area on the Gallup Consulting Web site (www.gallupconsulting.com/CallCenterForum/). The cost to attend this event is \$499 (U.S.).</p>
Additional Information	If you must cancel for any reason, notify Amy White in writing. Cancellations received fewer than 14 days before this workshop will not be eligible for a refund.

About Gallup

Gallup has studied human nature and behavior for more than 70 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world.

Gallup World Headquarters

The Gallup Building
901 F Street, N.W.
Washington, D.C. 20004
t 202.715.3030 f 202.715.3045
www.gallup.com