

Welcome to the April 02 edition of ContactNB's e-communicé.

ContactNB is the association representing New Brunswick's contact centre industry.

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Calendar of Events

April 7, 2011 – Free Webinar – Voice of the Customer Presented by 

Find out how you can utilize voice of the customer (VoC) solutions to drive customer satisfaction and loyalty improvements in your contact center. Topics will include best practices in automated post call survey methods, how to use real-time VoC notifications to recover unhappy customers, leveraging VoC in agent coaching, and more. Join us to learn more about this hot topic and how you can move your contact center to the forefront of customer experience management.

ContactNB Associate Member and leading VoC software vendor, ResponseTek, has deployed its software to contact centres of all sizes around the world. They will share tips and best practices in this 60 minute webinar specifically for Contact Centres.

When: April 7th, 2011 @ 2pm Atlantic. To register, email contactnbinc@gmail.com

April 20, 2011 "Workforce Optimization Day" - Best Practices in Quality and Workforce

Management - Ramada Crystal Palace, Moncton NB. 10:00 AM-12:00 PM Quality Best Practices presented by CCP. 12:00-1:00 PM Workforce Optimization Trends – "Workforce Optimization" Presentation and Lunch Sponsored by NICE Systems. 1:00-4:00 PM Workforce Management Best Practices Presented by NICE Systems.

Join professionals in Quality and Workforce Management from around New Brunswick for an opportunity to share best practices, discuss challenges and opportunities and learn about the latest technology and processes.

ContactNB wishes to thank NICE Systems for sponsoring this event. Registration: Free for ContactNB Members. Non-Members \$25 for either Quality or Workforce Session with lunch included. To register, email contactnbinc@gmail.com

June 9, 2011 – 2011 Awards of Excellence – Saint John, NB - Delta Brunswick. For all the information you need about the event, visit our website at <http://www.contactnb.ca/awards/nomination.html>

This year's categories:

November 2-3, 2011 – Contact Atlantic 2011, Fredericton, NB – Delta Fredericton

Awards Nomination Deadline is April 29 !



The deadline for nominations for the 2011 Awards of Excellence is coming up, April 29! There are new categories this year, be sure to check out all the details on the website at:

<http://www.contactnb.ca/awards/nomination.html>

Contact Centre Awards

- Member Centre of the Year
- Community Involvement
- Customer Experience
- Employee Experience
- Employee of the Year
- Environmental Awareness
- Health and Wellness
- Leader of the Year
- Quality Assurance Practices
- Technology and Innovation
- Training & Performance Excellence
- Workforce Management Practices

Associate Member/Vendor Awards

- Associate Member of the Year
- Best Customer/Vendor Partnership

Welcome to New Member



ContactNB is pleased to welcome our newest member contact centre, Teleaware in Saint John.

[Who Is TeleAware Inc.?](#)

TeleAware is an outsourcing company that provides Contact Centre solutions for multiple customers

- *We can help your company turn Suspects, Prospects and Leads into Customers*
- *We can improve the productivity of a sales or marketing team*
- *We can increase revenues, improve profits, and get your team to perform better*

[About Us](#)

- *23 years experience*
- *Primary focus – Business 2 Business*
- *Business development marketing strategies*
- *Tried & True program execution*
- *Created to service Small to Medium Enterprises*
- *Experienced agents that maintain the integrity of your brand*
- *Clients can leverage their time and resources with TeleAware's reporting and account infrastructure processes*
- *Most importantly, We get Results*

We make the call you don't want to!

[What We Do Best](#)

Lead Generation

Appointment Setting for Professionals

Tele-Sales

Cold Calling

Customer Service

Database Building & Updating

Phone # (506) 657-4043 Fax # (506) 657-4064

Email address: teleaware@nb.aibn.com

Contact:

Shelly Titus - President

Ron McAleer - V.P. Sales & Marketing

ContactNB is pleased to wish everyone at Unilever all the best on their anniversary. We appreciate their support as one of the original members of the association, a regular sponsor, and provider of some of the most sought-after door prizes at our events!



Joanne Parks, Site Manager and ContactNB Board of Directors member,
& Kevin Schofield, Senior Operations Supervisor

Associate Member Feature



As an associate member of ContactNB, [ResponseTek](#)'s voice of the customer software helps contact centers close the gap between the brand promise and front-line delivery. With call center's typically being a first or last point of contact for many customers, the impression and experience they give must live up to the expectations that the brand establishes.

There are so many metrics when it comes to evaluating customer experience within call centers – from customer satisfaction scores to NPS. ResponseTek:CEM allows your call center managers to see the whole picture everyday – making it easy to pinpoint procedure or policy changes that need to be made. Your call center gains business intelligence using multi-channel survey tools, including email, SMS, web, and IVR. The most valuable part is all the information is captured in real-time and is always available to your organization via the ResponseTek:CEM web portal.

ContactNB e-communiqués

To view previous issues of ContactNB's e-communiqués, visit the Communications page on our website at <http://www.contactnb.ca/news.asp> we always welcome your submissions. If you have any events to share, or if you would like to submit an article to include, please forward it to info@contactnb.ca

Next Issue

What are you doing to promote Health and Wellness in the Workplace in 2011? We want to hear about it!!!