



CCI LAUNCH

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**CALL CENTER IDEAS PROVIDES INNOVATIVE SOLUTIONS TO
EMERGING CALL CENTER ISSUES**

***Call center veterans improve productivity, update tools and technology,
and increase employee morale***

Memphis, TN – August 5, 2003 – Call center veterans, Bob Furniss and Scott O. Thomas have combined more than thirty years of call center industry experience to develop Call Center Ideas (CCI), a central resource for perspective and guidance that enables call center executives, managers, supervisors and agents around the globe to address call center challenges and provide superior customer support. CCI provides simple, relevant ideas and innovative approaches to call center issues – from managing employees to coping with stress to reducing costs to implementing new technology. In addition to their informative Web site, Furniss and Thomas provide further support to call centers through professional speaking and on-site consultation services.

According to Datamonitor during the past two years, the call center industry has grown 14 percent. In the United States alone, there are more than 2.7 million call center agents making up 3 percent of the total workforce and close to 1.6 percent of the international agent workforce. "Today's customers are more sophisticated and are demanding a higher level of personal service, an increased number of contact channels, and immediate answers to unresolved situations," said Furniss, president and co-founder of CCI. "We help companies respond to these demands by placing a greater emphasis on call centers as a cost effective and productive vehicle to service global customers."

CCI was founded to provide support to companies as they transform their customer interactions through the call center. As changes are implemented across the touch-points, the call center must change to provide a consistent level of service to the customer.

"Call Center Ideas is both informational and entertaining. The Web site provided me with unique ideas to help enhance the productivity of our contact center agents" said Barbara Hess, of Deluxe. "You can tell that the consultants and speakers at CCI have 'been there, done that' within every aspect of the call center so they can relate to greenhorn agents, weathered supervisors and managers, or top executives. CCI provided me with different viewpoints on managing the call center throughout the entire enterprise."

Most large and medium-sized companies implementing Customer Relationship Management (CRM) initiatives make changes in technology but fail to address the large needs in the areas of process re-engineering and organizational improvements. According to Mehta Group, 70 percent of CRM projects "fail to live up to expectations". CCI helps companies looking to understand and improve their customer service and transforms call centers from mediocre to exceptional.

About Call Center Ideas

Call Center Ideas (CCI) is a central source for call center executives, managers, supervisors and agents. It provides simple, relevant ideas and innovative approaches to call center issues – from managing employees to coping with stress to reducing costs to implementing new technology.

CCI also offers professional speaking and consultation services born from more than 30 years of call center management and training experience. Founders Bob Furniss and Scott Thomas have worked as agents, managers and executives, and their expertise spans all customer contact channels (call center, Web, email, and chat). FedEx, Delta Airlines, Corporate Express, Chase Bank, Mellon Bank...these are just a few of the Fortune 100 companies where CCI's founders have held posts. Furniss and Thomas bring this experience to every speaking or consultative engagement. For more information, please visit www.callcenterideas.com.