

- 1. Learning centres
- 2. Contact centres
- 3. Staff of universities
- 4. Knowledge management
- 5. Knowledge sharing
- 6. Knowledge creation
- 7. Knowledge application



# Contact Centres World

March 2006

18 - 19 April 2006  
London Convention Centre, London, UK

## Keynote speakers



**Mark Wainwright**  
CEO, Callcentre  
UK



**Susan Hogg**  
CEO, Callcentre  
UK



**Sue Allen**  
CEO, Callcentre  
UK



**Mark Wainwright**  
CEO, Callcentre  
UK

**Keynote**  
18 April 10.00am - 11.30am  
19 April 9.00am - 10.30am  
19 April 11.00am - 12.30pm  
19 April 1.30pm - 3.00pm  
19 April 3.30pm - 5.00pm

**Exclusively available**  
**memberships**  
Contact Centre World 2006  
18-19 April 2006  
London Convention Centre  
London, UK  
£1,500 (incl. VAT)



**Outstanding**

### Effective strategies for excellent contact centre performance

- Develop total selling contact centre strategy to drive all contact centre
- Focus customer service contact centre strategy to meet all needs
- Focus all operational work to meet all goals for effective customer experience
- The value strategy to set an agenda with clear strategic goals growing contacts
- Focus on customer experience to improve operational performance
- Develop effective operational strategy to meet all needs
- Develop contact centre strategy through effective human resources strategy







continuing.

## Effective strategies for excellence in call centre performance

In the contact centre industry, customer is your asset. However, a vast bulk of agents are not fully trained for the job. It takes 90 days to train an agent and the number of agents who drop out during the first 90 days is quite high. The attrition rate is 20-30%. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.

Some of the strategies for excellence in call centre performance are:

1. **Recruitment:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.

2. **Training:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.

3. **Retention:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.

4. **Performance:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.

### Feature a truly outstanding agent of yours!

Are you looking for an outstanding, high-performing agent to feature in your next campaign? We have the perfect solution for you. We are looking for an outstanding, high-performing agent to feature in your next campaign. We have the perfect solution for you. We are looking for an outstanding, high-performing agent to feature in your next campaign.

### Benefits of starting

- 1. **Recruitment:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.
- 2. **Training:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.
- 3. **Retention:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.
- 4. **Performance:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.

### Who should start?

- 1. **Recruitment:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.
- 2. **Training:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.
- 3. **Retention:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.
- 4. **Performance:** The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate. The industry is looking for better agents to reduce the attrition rate.



Find out more about us by visiting our website at [www.contactcentreworld.com](http://www.contactcentreworld.com)





Networking



**100 software applications in your cell phone**

Monday, 28 August 2008

100 software applications in your cell phone is the theme of the Africa Business I conference, which will be held in Johannesburg on Monday, 28 August 2008.

**Speakers**

Speakers include: **Dr. Mphahlele Mphahlele**, Director of the Centre for Information Technology in Africa, University of the Witwatersrand, Johannesburg; **Dr. Mphahlele Mphahlele**, Director of the Centre for Information Technology in Africa, University of the Witwatersrand, Johannesburg; **Dr. Mphahlele Mphahlele**, Director of the Centre for Information Technology in Africa, University of the Witwatersrand, Johannesburg.

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**Agenda**

**8:30 Registration and morning breakfast**

**9:00 Welcome speech**

- Welcome to the conference by the host
- Opening of the conference by the host
- Welcome to the conference by the host
- Welcome to the conference by the host

**9:30 Networking breakfast**

- Networking breakfast
- Networking breakfast
- Networking breakfast
- Networking breakfast

**10:00 Morning tea**

**Networking breakfast**

**Special events**

|  |  |
|--|--|
|  | <b>Africa Business I</b><br>28 August 2008<br>Johannesburg, South Africa   |
|  | <b>Africa Business II</b><br>29 August 2008<br>Johannesburg, South Africa  |
|  | <b>Africa Business III</b><br>30 August 2008<br>Johannesburg, South Africa |
|  | <b>Africa Business IV</b><br>31 August 2008<br>Johannesburg, South Africa  |



**Relationship marketing through multiple channels using a customer centric approach**

Thursday, 21 August 2008

Relationship marketing through multiple channels using a customer centric approach is the theme of the Africa Business II conference, which will be held in Johannesburg on Thursday, 21 August 2008.

**Speakers**

**International marketing strategies**

**Marketing strategy**

- Marketing strategy
- Marketing strategy
- Marketing strategy

**Marketing strategy**

- Marketing strategy
- Marketing strategy
- Marketing strategy

**Marketing strategy**

**Meet your marketing partner**



**Dr. Mphahlele Mphahlele**  
Director of the Centre for Information Technology in Africa, University of the Witwatersrand, Johannesburg

Dr. Mphahlele Mphahlele is the Director of the Centre for Information Technology in Africa, University of the Witwatersrand, Johannesburg. She is also a senior lecturer in the Department of Information Systems, University of the Witwatersrand, Johannesburg. She has a PhD in Information Systems from the University of the Witwatersrand, Johannesburg. She is currently working on her PhD dissertation, which is focused on the impact of information technology on the performance of small businesses in South Africa.

The Centre for Information Technology in Africa (CITA) is a research and development centre that focuses on the use of information technology in Africa. It was established in 1997 and is currently one of the leading research centres in the field of information technology in Africa. The centre is currently working on several research projects, which are focused on the impact of information technology on the performance of small businesses in South Africa.

Dr. Mphahlele Mphahlele is currently working on her PhD dissertation, which is focused on the impact of information technology on the performance of small businesses in South Africa. She is currently working on her PhD dissertation, which is focused on the impact of information technology on the performance of small businesses in South Africa.







