

Are your customers more likely to use email to:

- a) change their details?
- b) make a complaint?
- c) ask for information?



invitation

Surprisingly, the answer is to make a complaint – information that could save you a number of important customers. After all, dissatisfied customers should be given the highest priority, yet email communications to contact centres seldom are.

This is just one of the valuable insights that we at Cable & Wireless and Vertex uncovered during our recent research into the contact centre industry. And we'd like to give you the opportunity to learn about other research findings at one of four executive briefings in July.

A follow-up to research first commissioned in 1998, this unique project was carried out by Teleconomy this spring and has assessed the success of contact centres amongst both consumers and organisations, across a five-year period.

During the half-day session, you will find out what your customers had to say. You will hear research-based recommendations on how to improve their total interactive experience of your contact centre. You will debate issues including why certain sectors deliver greater customer satisfaction; which channels and technologies work better in different situations; and what needs to change in future. And you will leave with an executive summary, knowing how to meet your customers' needs more efficiently.

As a guest, your attendance is free and includes lunch. You will also be given the opportunity to win a visit to a state-of-the-art UK contact centre as well as a half-day's consultation. We look forward to seeing you there.

Time, dates and venues:

09h30 – Registration **09h45** – Start **13h15** – Close/Lunch

Tuesday, 1 July – London: Institute of Civil Engineers, 1 Great George Street, London, SW1P 3AA

Wednesday, 2 July – Bath: The Guildhall, High Street, BA1 5AW

Friday, 4 July – Manchester: The Lowry Museum, Pier 8, Salford Quays, M50 3AZ

Monday, 7 July – Edinburgh: The Whisky Heritage Centre, Castlehill Room, 354 Castlehill, Royal Mile

RSVP:

To guarantee your place at one of these executive briefings, please provide your name, contact details and chosen venue before **Friday 20 June**.

Tel: 0800 0566585 **Email:** marketing.cim@cw.com

If you would like a colleague to attend with you, or in your place, please provide their details and chosen venue.