

Hiring, Training and Managing a Customer Service Agent With No Walls



LIVE AUDIO CONFERENCE

March 19, 2013

1:00 PM – 2:30 PM EST

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With the ever growing popularity of virtual workforces, the way call centers recruit, train and manage customer service representatives has evolved. Attracting a customer service representative who has the skill sets to work outside of the traditional brick and mortar location has proven to be challenging for call center leaders looking to take advantage of a workplace without walls. Just as daunting are the decisions that have to be made around how that virtual employee is trained and managed throughout their tenure.

This live audio conference shares the lifecycle of a virtual call center representative with World Travel Holdings. This organization sent its first employees home almost 10 years ago. This experience provides a unique opportunity to hear best practices from recruiting/training to managing employees that are never seen. You will walk away with a great case study on how to successfully deploy or enhance your call center's work at home strategy.

AUDIO CONFERENCE AGENDA

Recruiting for a Virtual Call Center – The Virtual Customer Service Representative Requires a Unique Subset of Competencies to Be Successful in a Remote Environment

- Core Competencies, Applicant Tracking, and Assessment
- Technology/Considerations
- Logistical Requirements

Training – It Can Be Difficult to Keep Virtual Representatives Engaged in the Learning Process; That Task Is Amplified When They Are Not in a Physical Call Center - But It Can Be Done Very Successfully

- Highly Interactive On Boarding Program
- Technology Considerations
- Tracking/Measuring Performance

Managing – Keeping a Customer Service Representative Connected With Their Organization's Culture and Engaged Is Key to Their Long Term Success

- Best Practices for Managing a Virtual Customer Service Workforce
- Tools for Compliance
- Engagement Best Practices

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Meet The Presenters:



Stacy Lowman

World Travel Holdings

- HR director, talent development/corporate communications at World Travel Holdings
- Oversee cross-functional and multi-geographical talent development and corporate communications team
- More than 15 years experience in learning and development, and corporate communications
- Industries include hospitality, travel telecommunications and wholesale distribution
- Has offered his expertise in virtual training strategies through participation in national conferences, virtual agent roundtables and sharing of best practices through a variety of online channels

- Member of PRSA
- B.A. degree in media studies, University of NC at Greensboro; Crummer management program, Rollins College
- Can be contacted at 407-551-1786 or stacylowman@wth.com



Karen Reynolds

World Travel Holdings

- Customer care director at World Travel Holdings
- Responsible for customer care in the specialty division – Luxury Cruise, Villas and Events/Groups
- More than 20 years in the travel business, with responsibilities including customer service, sales, reservation accounting, and more
- Has spoken at various conferences on the agent at-home program at World Travel Holdings
- Member of the Central Florida ICOSA and the CCNG

- B.S. degree, University of Phoenix
- Can be contacted at 407-551-1792 or kreynolds@wth.com

Who Will Be There?

This live audio conference is designed for customer service managers and representatives, account managers, operations managers, credit and billing managers, technical and support managers, and representatives.

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- This live audio conference may be recorded by Lorman.
- If you need special accommodations, please contact us two weeks in advance of the program.
- Lorman Education Services is not approved to offer self-study CPE credit for accountants; therefore, no CPE will be given for this program if ordered as a self-study package.

CANCELLATIONS: Substitute registrants can be named at any time. A full refund, less a \$20 service charge, will be given if notification is given six or more business days in advance. Notification of less than six business days will result in a credit that can be applied to any Lorman product or service. If you do not cancel or attend, you are responsible for the entire payment.

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Live Audio Conference Tuition (Includes Free Manual With Attendance)

- Yes! I would like to attend.** (\$99 per person)
 Yes! I would like the Best Value discount.
(\$168 per package [\$99] plus CD recording [\$69*] of this audio conference)

I am unable to attend but I am interested in:

- CD/Manual Package* (\$99 per package)

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TITLE	EMAIL
NAME	
TITLE	EMAIL

Firm Information

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ADDRESS		
CITY	STATE	ZIP CODE
TELEPHONE	FAX	WEBSITE

Approving Manager

NAME	
TITLE	EMAIL

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EXPRESS REGISTRATION

Sign up at
www.lorman.com/ID390325

Live Audio Conference ID: 390325

How Do I Register?

EMAIL: customerservice@lorman.com

WEBSITE: www.lorman.com/ID390325

TELEPHONE: 866-352-9539

FAX: 715-833-3953

MAIL: Mail this form with payment information to:

Lorman Education Services
Dept. 5382, P.O. Box 2933
Milwaukee, WI 53201-2933

SEMINAR ID: 390325

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