



80% of consumers say customer service representatives have a significant or major influence on their opinion of a company.

85% of consumers said they would stop using a company's product or service following a bad call center experience

- **Do you know what is happening in your call center?**
- **Do you know how your customers feel?**

Understanding Call Center Technology

The call center is a critical touch point between you and your customers and has a significant impact on your company's image and ability to retain customers. If you leave your call center strategy decisions to a technical team you could be missing key elements that are required in today's leading businesses. By understanding the business value of the latest call center technologies, you create an opportunity to strengthen customer interactions, increase revenues and improve operational efficiencies across your business.

- Are you a C-level or VP executive looking to expand your understanding of call center, CRM, and social media technology?
- Does your company have a call center, or plan to build one?
- Do you want to turn you call center into a profit center instead of a cost center?
- Are you looking to optimize efficiency and expand your resources by leveraging the entire business in the customer service effort?
- Do you have millennial generation customers that require different forms of communication?

This session will provide insight into how to understand the latest trends in customer service and how they map to the latest call center technology such as Customer Relationship Management (CRM), intelligent routing, multimedia interaction, IP-based call centers, SIP, Interactive Voice Response (IVR), and more.

The session will help you better understand the business value of customer service, translate them into business requirements and identify the necessary technology that will improve the way your customers view and interact with your organization.

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Technology Evangelist, International keynote speaker, business development specialist, software engineer, Inventor and a professional member of the Canadian Association of Professional Speakers (CAPS); Gustavo Garcia is an entrepreneurial adventurer who's impressive career includes all aspects of business communications and internet technology in more than 15 countries. As a Technology Evangelist, he inspires and intrigues audiences as one of the most knowledgeable and engaging professional speakers. Gustavo shares his pioneering and practical message, facilitating revolutionary ways of communicating using the latest trends in technology. His expertise will enlighten, encourage, and prepare you for tomorrow.