

*"The more we mine into the customers problem, the more we realise how little we actually know - this is the start of the art of listening not hearing."*  
-Danie Herbst



7 & 8 March 2012, Lagoon Beach, Milner ton, Cape Town

### Our top class speaker panel:

- Fokion Natsis, Territory Manager Africa, Interactive Intelligence
- Deon Scheepers, Head: Technology and Strategy, ATIO
- Daryl Uri Shapiro, Client Experience Manager, SureSwipe
- Jed Hewson, Director, 1Stream
- Yaron Assabi, Chief Executive Officer, Digital Solutions Group
- Melanie Brand, General Manager, Media 24
- Johan Schutte, Managing Director, Real Connect
- Varsha Ramesar, Head: Data Integration, ABSA
- Larry O'Sullivan, Relationship Manager, Rand Merchant Bank
- Morné Serfontein, Head: Direct Channels Support, Standard Bank
- Ismail Sadek, Executive Director, Milpark Business School
- Mark Conradie, General Manager - Commercial Collections, MBD Credit Solutions
- Keith Jones, Director Strategic Development, Unison
- Andrew Cook, Chief Executive Officer, Smoke Customer Care Solutions

### Speaker organisations:



organised by



trade conferences international  
[www.tci-sa.co.za](http://www.tci-sa.co.za)

## Call Centres in South Africa confront challenges

Although the call centre industry is officially only 20 years old, the advances that took place during this time meant that call centres had to adapt faster than other industries to keep abreast of future challenges.

With over 200 000 call centre staff in South Africa - the majority of whom are employed by call centres in the financial and insurance sectors - call /contact centres in general are more complex in operations and therefore require intense training to ensure customer satisfaction.

Advancements in IT and technology have raised expectations of customers and are leading it to be a sophisticated and competitive industry. Modern call centres provide a service-driven, one-stop client customer relationship management business.

According to recent studies the Western Cape's call centre industry alone generates approximately R6bn and employs over 30 000 locals. With this being said, the economic development and tourism department has an even bigger goal and that is to create a further 10 000 call centre jobs in the next three years.

The future and prospects of the call centre industry are looking bright. A global growth of 50% per annum is predicted for the next five years.

Similar to other TCI events, Call Centres Cape Town will provide a wealth of knowledge to professionals in this trade. Right on the trail of the two biggest financial events in 2011: Mobile Banking Southern Africa Conference & Exhibition and Payments Southern African Conference & Exhibition, hosted by TCI, this conference will shed some light for the future of contact centres in the financial industry.

By attending this event you will gain some extra insight on topics such as: servicing 2012, features and characteristics of a successful call centre; adapting technologies with multiple communication channels; how secure is cloud?; engaging the contact centre workforce; and creating great customer experiences.

Looking forward to meeting you at this conference in Cape Town.

## TCI's Events

### Upcoming conferences:

- IT Architecture Conference Cape Town 2012
- Mobile Banking Southern Africa Conference & Exhibition 2012
- Loyalty & Rewards Conference & Exhibition 2012
- Governance, Risk & Compliance Conference 2012

### 2011's biggest

### financial conferences:

- *Mobile Banking Southern Africa Conference & Exhibition*
- *Payments Southern African Conference & Exhibition*

## About Trade

### Conferences International

Established in 2002, TCI is your technology event organiser of choice. We understand technology and have the ability to identify the right audience to showcase the latest technology developments in different industries, whether it is health, banking, transport, water, education, tourism, mining, housing or any industry where technology and innovation form part of future developments.

TCI has organised nearly 200 events in the last nine years, with the guidance of a highly experienced and dedicated team. TCI arranges the most up-to-date conferences, exhibitions and special events focusing on relevant and pertinent issues facing a specific industry, with upstream topics and high quality presenters.

We know how to determine the right market for both delegates and exhibitors.

## Some of our speakers



Jed Hewson  
1Stream



Yaron Assabi  
Digital Solutions Group



Fokion Natsis  
Interactive Intelligence



Deon Scheepers  
ATIO



Andrew Cook  
Smoke Customer Care Solutions



Johan Schutte  
Real Connect



Larry O'Sullivan  
Rand Merchant Bank



Morné Serfontein  
Standard Bank



Ismail Sadek  
Milpark Business School



Mark Conradie  
MBD Credit Solutions



Varsha Ramesar  
ABSA



Keith Jones  
Unison

## Who should attend?

The target audience will include people dealing with call centres (insurance, banking, credit providers, debt collectors and service providers):

- operations
- team leadership
- information technology
- human resources
- customer service
- customer relations
- call centre management & supervisors
- telesales
- customer care advice
- infrastructure development
- all companies outsourcing call centre operations
- service providers
- customer relationship managers
- sales directors
- people dealing with training

**DAY 1**Wednesday  
7 March 2012

08:15 Registration and morning refreshments

08:50 Opening remarks

**OVERVIEW**

- 09:00 **Benchmarking Trends**  
*Fokion Natsis, Territory Manager Africa, Interactive Intelligence*
- 09:35 **The multichannel contact centre - are you ready?**
- trends impacting the contact centre
  - consumerization of IT
  - the mobile and social customer
  - voice of the customer
  - customer self-service in changing
  - multichannel, all-in-one solution is key
- Deon Scheepers, Head: Technology and Strategy, ATIO*
- 10:10 **Servicing 2012 - the next step**
- call centre trends from 2011
  - customer service stays a priority
  - growth of social media customer interactions
  - growth of mobile, e-mail and web interaction
  - increased pro-active customer contact
- Daryl Uri Shapiro, Client Experience Manager, SureSwipe*

**INNOVATION IN THE CALL CENTRE INDUSTRY**

10:45 Mid-morning refreshments

- 11:20 **Making 'cents' of Communications Budgets**
- market trends
  - mobility and productivity
  - defining ECM and the blurring of the work/home barrier
  - behavioral and market trends
  - usage and measurement
  - getting an ROI
  - what we need to do
- Keith Jones, Director: Strategic Development, Unison*

- 11:55 **How secure is the Cloud?**
- examples of failure
  - what should be secured?
  - establishing risk and mitigation actions
  - security in the call centre Space
- Jed Hewson, Director, 1Stream*

12:30 Lunch

- 13:20 **Adapting technologies with multiple communication channels in call centres**
- 8 steps to great customer experience
  - how to offer consistent experience across channels
  - social customer experience management
  - why communities are important
  - mobile applications as a new channel of choice
- Yaron Assabi, Chief Executive Officer, Digital Solutions Group*

**INFORMATION TECHNOLOGY**

- 13:55 **Management information systems in call centres**
- service level analysis and projections
  - scheduling
  - applications resource management
  - historical reporting
  - real-time monitoring
- Johan Schutte, Managing Director, Real Connect*
- 14:30 **Single view of the client for Financial call centres**
- trends
  - the role of data warehousing and business intelligence
  - challenges
- Varsha Ramesar, Head: Data Integration, ABSA*
- 15:05 Mid-afternoon refreshments
- 15:20 End of day 1

**DAY 2**Thursday  
8 March 2012

08:15 Morning refreshments

08:50 Opening remarks

**PEOPLE & PROCESSES**

- 09:00 **Features and characteristics of a successful call centre - people management**
- creating a winning culture and customer experience in your contact centre
  - recognising talent and growing leaders (succession planning)
  - the importance/advantages of consistency service and good employee morale
- Larry O'Sullivan, Relationship Manager, Rand Merchant Bank*
- 09:35 **Workforce management**
- customer arrival patterns and scheduling
  - customer experience and WFM
  - variable shifts
- Morné Serfontein, Head: Direct Channels Support, Standard Bank*
- 10:10 **Creating great customer experiences in your call centre and how this will affect your business**  
*Andrew Cook, Chief Executive Officer, Smoke Customer Care Solutions*

10:45 Mid-morning refreshments

- 11:10 **Call Centre Management - from Good to GREAT**
- call centre management - What are the pitfalls?.....and more importantly are there solutions?
  - customers on demand vs service on demand - how does the evolution of the customer affect your call centre channels?
  - beyond call centre management - the next era
- Melanie Brand, General Manager, Media24*

**REGULATORY, RISK AND COMPLIANCE**

- 11:45 **Understanding the impact of the FAIS legislation on the operational ability of the financial call centre**
- how to plan for it and minimize its impact on cost
- Ismail Sadek, Executive Director, Milpark Business School*

12:20 Lunch

- 13:10 **Commercial Collections Model**
- overview of commercial collections
  - industry trends
  - what the future holds
  - some of the challenges experienced in the industry
  - benefits of long term relationships with clients
  - reputation and proven track record
- Mark Conradie, General Manager - Commercial Collections, MBD Credit Solutions*

13:45 Closing remarks

14:00 End of day 2

To discuss speaking and sponsorship opportunities please contact  
**Mariette Broodryk** at  
 mariette@tci-sa.co.za

# DELEGATE REGISTRATION FORM

## Call Centres Cape Town Conference 2012

7 & 8 March 2012, Lagoon Beach, Milnerton, Cape Town

Please register the following delegates for the above conference :

FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
ORGANISATION : \_\_\_\_\_ COMPANY VAT NO : \_\_\_\_\_  
COMPANY TEL NO : \_\_\_\_\_ FAX NO : \_\_\_\_\_  
PERSON DEALING WITH ACCOUNTS : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
POSTAL ADDRESS : \_\_\_\_\_  
DIETARY PREFERENCE : \_\_\_\_\_

### REGISTRATION DETAILS :

#### Registration fee

Registration Fee: R6 300 + VAT = R7 182,00 p.p.

For three or more bookings from the same department  
or company R5 355 + VAT = R6 104,70 p.p.

*Registration cost does not include transport and accommodation*

#### 4 Simple Ways To Register



Fax: 086 582 2981



Contact us for more  
information 011 803-0009



Post: Trade Conferences International,  
PO Box 665, Fourways, 2055



E-mail: info@tci-sa.co.za

**Please note:** Upon receiving the registration form, an invoice will be issued electronically. In order to guarantee your booking, payments must be made within 5 days of receiving the invoice. When payments are made, please supply the bank with your company name as reference.

Fees include lunch, refreshments and conference documentation. The organisers reserve the right to make necessary changes to the programmes, speakers, venue or the dates should the need arise.

**CANCELLATIONS:** will only be permitted within 5 days of registration. Thereafter your organisation will be held liable for payment of the full amount with no exceptions. Cancellations must be done in writing and forwarded to Ryno van Ellewee at [info@tci-sa.co.za](mailto:info@tci-sa.co.za) or faxed to 086 582 2981.

**NB: I hereby acknowledge that I have read and understood all the terms and conditions of registration, and have the authority to approve the registration**

FULL AMOUNT TO BE PAID : \_\_\_\_\_ (incl VAT)  
FULL NAME OF APPROVING MANAGER : \_\_\_\_\_  
DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
APPROVING MANAGER'S SIGNATURE : \_\_\_\_\_ DATE : \_\_\_\_\_

# SPONSORSHIP FORM

## Call Centres Cape Town Conference 2012

7 & 8 March 2012, Lagoon Beach, Milnerton, Cape Town

**The size of your budget doesn't matter. TCI will create the right branding opportunity for you**

Please tick the option/s you are interested in and either fax or email the form back to TCI: Fax: 086 582 2981, or e-mail to [info@tci-sa.co.za](mailto:info@tci-sa.co.za)

- |  |   |
|--|---|
| <input type="checkbox"/> <b>GOLD SPONSOR:</b> package to be finalised        | <input type="checkbox"/> <b>SILVER SPONSOR:</b> package to be finalized |
| <input type="checkbox"/> <b>COCKTAIL SPONSOR:</b> R50 000                    | <input type="checkbox"/> <b>BANNERS:</b> R4 600                         |
| <input type="checkbox"/> <b>COFFEE &amp; REFRESHMENT AREA:</b> R15 000       | <input type="checkbox"/> <b>DELEGATE FOLDERS:</b> R7 000                |
| <input type="checkbox"/> <b>BRANDING OF REGISTRATION AREA:</b> R22 000       | <input type="checkbox"/> <b>DELEGATE CD ROMS:</b> R4 500                |
| <input type="checkbox"/> <b>VISITORS &amp; DELEGATES CARRY BAGS:</b> R10 000 | <input type="checkbox"/> <b>NAME BADGES:</b> R8 000                     |
| <input type="checkbox"/> <b>PROMOTIONAL INSERTS:</b> R1 000 - R10 000        | <input type="checkbox"/> <b>BEVERAGE SPONSOR:</b> R1 000 - R5 000       |
| <input type="checkbox"/> <b>PROMOTIONAL GIFTS:</b> R1 000 - R10 000          | <input type="checkbox"/> <b>LUNCH TABLE SPONSOR:</b> R3 000             |
| <input type="checkbox"/> <b>DELEGATE GIFTS:</b> R1 000 - R10 000             | <input type="checkbox"/> <b>TECHNICAL EQUIPMENT:</b> R1 000 - R15 000   |

*All the above prices are quoted without VAT.*

COMPANY NAME : \_\_\_\_\_ CONTACT PERSON : \_\_\_\_\_  
COMPANY PHONE NO : \_\_\_\_\_ COMPANY FAX NO : \_\_\_\_\_  
PERSON DEALING WITH ACCOUNTS : \_\_\_\_\_ E-MAIL ADDRESS : \_\_\_\_\_  
POSTAL ADDRESS : \_\_\_\_\_  
APPROVING MANAGER : \_\_\_\_\_ COMPANY VAT NO : \_\_\_\_\_  
DATE : \_\_\_\_\_ SIGNATURE : \_\_\_\_\_ AMOUNT (incl. VAT) \_\_\_\_\_

**Please note:** Upon receiving the signed sponsorship form, an invoice will be issued electronically which must be processed within three days after forwarded. Once the sponsorship form has been completed, the company will be held responsible for payment. When payment is made please supply the company name. The organisers reserve the right to make necessary changes to the venue or programme should the need arise. Above costs exclude VAT and only includes the cost of the promotional opportunity.