



American Teleservices Association

NEWS RELEASE
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American Teleservices Association Announces Keynotes and Sessions for Annual Convention in New Orleans

Two keynote addresses, a special guest speaker and new educational topics round out conference content

Indianapolis, IN – The American Teleservices Association (ATA) reveals keynote speakers and other presenters who will speak during its annual Convention & Expo at the Sheraton New Orleans, October 4-7, 2009. During the convention, themed “Answering the Call”, contact center professionals from across the United States and around the world will convene to understand best-practice strategies during economic recovery, learn how to respond to the changing face of customer communication, and find out the most pressing legal issues regarding call center operations and management.

United States Senator David Vitter (Louisiana) and ATA Chairman Phillip Grudzinski will welcome guests Monday, October 5. Sen. Vitter will open the conference as a special guest speaker to explain how the economic improvement efforts of businesses and government collaboration have “answered the call” in the aftermath of Hurricane Katrina. Mr. Grudzinski will follow with remarks on how the ATA continues to “answer the call” of industry professionals through its educational opportunities, business-building networking, and political activism. Further, he will update attendees on the philanthropic efforts of members across the country as they participate in the Call Centers CARE initiative.

Keynote Presenter Joe Gilliam (referred to as “Coach Joe” by his audiences) will deliver a dynamic keynote address, “How to Create a Positive Culture in the Service Industry”. Joe’s motto of “excellent and exceptional” has been chosen to motivate business professionals to achieve the best possible working culture inside their own organizations. Coach Joe is regarded as one of the best and most inspiring speakers in American business today. His workshops and seminars have delivered messages of hope, truth and enthusiasm to thousands of audiences for over two decades.

Attendees will also hear a timely keynote address touting the success of a unified communications strategy from executives of Comcast Communications, Inc. Tina Waters, Senior Vice President of Customer Operations and Marty Marcinczyk, Vice President of Technology, will co-present on Tuesday, October 6 to share specific examples on how the proper combination of technology and communication leads to exceptional customer service. They will demonstrate the approach Comcast takes to unify technical expertise with personal connections, resulting in customer-friendly and reliable service.

The 2009 ATA Convention will offer more educational breakout sessions than in recent years. Session speakers have prepared presentations on a diverse and informative set of topics including: social media and the contact center; how to take the work-at-home model from strategy to implementation; how to reduce employment liability; the impacts on the economy in the offshore vs. onshore debate; agent retention through positive coaching; how to build a customer focused culture; recruiting and retaining top talent; bringing jobs back to America; updates on federal and state legislation; industry regulatory compliance; and more.

Sessions will feature case studies, analytics, industry research, and technology solutions as the basis of their content. Speakers from industry leading companies are sharing the successes of their organizations

and their clients such as: American Express, DialAmerica, Blue Cross/Blue Shield, Zappos, Disney Destinations, InfoCision Management Corporation, Cicero, Infinity Contact, Maximus, Datamonitor, Verint Witness Actionable Solutions, ITESA, The Hartford, Influent, Experian Automotive, AnswerNet and Hilton@Home.

Convention & Expo attendees who register by August 7 will save \$400 per person. For session descriptions, a detailed schedule, or to register to attend, visit www.ata2009convention.org.

About American Teleservices Association

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers. Members benefit from the ATA's strong advocacy at the national and state level; advanced and timely educational opportunities and business-building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals.

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Relevant sites:

www.ata2009convention.org
www.ataconnect.org

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