



American Teleservices Association

NEWS RELEASE
For Immediate Release
September 15, 2009

ATA Convention Sessions Promise First-Rate Content to Contact Center Professionals

New content and speakers to debut in 2009 at New Orleans Convention

Indianapolis, IN – The 2009 American Teleservices Association (ATA) Convention & Expo, the only contact industry event focused specifically on operations, regulatory compliance and top-level business decisions, will offer programming to meet a variety of interests among attendees. During the convention at the Sheraton New Orleans, October 4-7, over 20 sessions are scheduled, all with a focus on the conference theme, “Answering the Call”. Each session has also been categorized to aide participants in selecting the most appropriate content to meet their specific needs. Categories include: Analytics, Case Studies, Customer Experience, Government Relations, Human Capital, Research/Trends, Operations, Outsourcing, Risk Management, and Social Media.

“ATA’s content for 2009 has been designed to balance core operational strategies with new trends in the contact center,” explains ATA CEO Tim Searcy. “I am especially excited about the sessions that will focus on social media and the latest tools for unified communications. The ATA remains committed to consumer protection and delivery of an ideal customer experience, and our members will find that we’ve really taken their suggestions to heart in planning this conference. There is fresh content from some first-time ATA speakers, and many other that are ‘back by popular demand’.”

The 2009 ATA Convention will offer the following educational breakout sessions:

- **Social Media: Impact on You & Your Business**
- **What It All Means for Outsourcers**
- **A Case Study in Increased Efficiency, Effectiveness & Empowerment**
- **Creative Ideas for Recruiting and Retaining Top Talent**
- **Purchasing Power Panel**
- **911 – How to Answer the Call of a Government Investigation**
- **Using What We Learned from the ATA: A Case Study on Agent Performance and Quality**
- **Welcome to the Evolution – The Common Denominators of Successful Call Centers**
- **360 Degrees of Customer Care: Introducing Social Media to the Contact Center**
- **Failure is Not an Option – The Audit and Certification Process**
- **Capitalize Your Data for Acquisition, Retention and Growth**
- **New Management Tools to Boost Call Center Revenues**
- **Proven At-Home Agent Strategies: The Hilton@Home Story**
- **Answering the Call to Reduce Employment Liability**
- **The Case for Off-shoring**
- **Why Smart People Do Stupid Things**
- **Building a Customer Focused Culture**
- **Bringing Jobs Back to America – Investing in Your Future**
- **Agent Retention Through Positive Coaching**
- **Compliance Talk**
- **Using Social Networking and Emerging Channels for Customer Service**
- **Federal and State Legislation Update**
- **Using Speech Analytics to Get More Bank for the Quality Monitoring Buck**
- **Using Inside Sales to Drive Revenue**

The speaker line-up for the ATA Convention includes representatives from companies such as Comcast Cable, Zappos.com, Hartford Life, American Express, Bank of America, and Disney. Presenters include some of the industry's leading legal counsel, consultants, authors, certified auditors and contact center service providers.

For complete session descriptions, a detailed schedule of events, or to register to attend, see 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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