

# Trend Watch: Focus on Contact Centers



## Event Info:

**When:** Wednesday,  
February 12, 2014.

**Registration begins 10:30 a.m.**  
**Seminar begins at approx.**  
**11:00 am and adjourns**  
**between 1:00 and 1:30pm**  
**depending on questions.**

## Where:

OCLC Inc.  
6565 Kilgour Place  
Kilgour Building - enter from the  
East and turn toward the  
cafeteria. We will begin in the  
private dining room.  
Free parking is available

## Fee:

**Free** for the first guest from  
each member company  
\$10/additional attendee from  
each member company  
\$20/non-members  
Pre-registration assists us in  
keeping our costs down, and  
provides a more accurate count  
for seating and lunch. **Pre-**  
**register to be eligible for our**  
**door prize drawing!**

Pre-register at:

[www.atp-ohio.org](http://www.atp-ohio.org)

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Dear Friends and Guests of ATP,

ATP is excited to start 2014 with a return to our telecommunications roots, as we focus on the latest trends in contact centers. Technology has changed the face of virtually every facet of contact centers. Performance, workforce and quality management...even how contacts are made...continue to be shaped by our fast-moving



digital world. We've lined up some great speakers from industry leaders based right here in Central Ohio to help us understand what these trends mean for today's contact center.

Our first speaker, Matt Madzia, is Vice President of Research and Development at Uptivity (formerly CallCopy). From its new headquarters in the Brewery District, Uptivity creates tools to continuously improve every aspect of each step of every contact center agent's life cycle and enhance customer satisfaction.

Our second speaker, Rick Daley, is Director, Account Services for ContactUS Communications. Based in German Village, ContactUS is a leader in the business process outsource (BPO), speech & desktop analytics managed service, and third-party quality monitoring space.

Watch your email for more details on presentation specifics, but save the date now for February 12, 2014. The meeting will kick off at 11:00 A.M. with registration beginning at 10:30 A.M. This is an easy, affordable opportunity for learning, lunch and networking. We look forward to seeing you.

Sincerely,

Laura Engle  
ATP President, 2014

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