

Editorial Schedule

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Spring Issue

Essential Themes:

"Outsourcing"

Stories include:

- Selling into the U.S. market
- **Strategic view:** Aligning the contact centre with the business strategy
- **ANNUAL 2012 CALL CENTRE DIRECTORY ISSUE**
Listings and solutions for strategy & leadership, people, operations and services, and technology
- **Software Solutions:** Call monitoring and recording systems, HR systems

Bonus Distribution:

- American Teleservices Annual Convention, Hollywood, FL, Westin Diplomat Hotel, April 29-May 2
- Annual Call Centre Exhibition Show, Seattle, WA, May 7
- International Customer Service Association Annual Conference, Toronto, May 10-11
- Canadian Marketing Association Annual Convention, Westin Harbour Castle, Toronto, May 16-17

Summer Issue

Essential Themes:

"Speech Analytics"

Stories include:

- Tightly integrating marketing with speech analytics
- **Communication & Training:**
Driving training with new technologies
- **At home agents**
The emerging at-home agent perfect storm
- **Special Reports:**
 - Ottawa region call centre market
 - Ottawa Region Call Centre Association Awards Guide
- **Software Solutions:** Speech analytics systems, Agent productivity tools

Bonus Distribution:

- Ottawa Region Call Centre Association awards gala, June 13

Fall Issue

Essential Themes:

"Unified Communications"

Stories include:

- The spread of UC applications to mobile devices
- **Contact centres in the cloud:** Potential cost savings and sacrifices that lay in store
- **Customer service:** Call centres as social media hubs
- **Special Reports:**
 - Canadian Call Management Association (CAM-X) Awards Guide
 - The International Customer Service Association Awards (ICSA) Guide
- **Software Solutions:** Unified Communications applications, Customer Relationship Management systems, Software as a Service
- **Hardware Solutions:** Phones

Bonus Distribution:

- CAM-X Annual Conference and Awards, Victoria B.C., October 16-19
- International Customer Service Association ICSA Awards night, October 18

Winter Issue

Essential Themes:

"First Call Resolution"

Stories include:

- Getting a grip on FCR effectiveness
- **Rewards & Recognition:**
Meshing employee incentives across the enterprise with those in the call centre
- **Workforce Management:** How to discern and deal with different agent personalities.
- **Special Reports:**
 - Service Quality Management Group Awards Guide
 - Greater Toronto Area Contact Centre Association (GTACC) annual conference/awards
- **Software Solutions:** Workforce optimization and systems, automated call routing and distribution, click to chat systems.
- **Hardware Solutions:** Headsets

Bonus Distribution:

- GTACC Annual Conference, Toronto, October 25
- Contact Atlantic, the Delta New Brunswick, Saint John, NB, November 7-8
- SQM Awards Gala, Las Vegas, NV, November 16